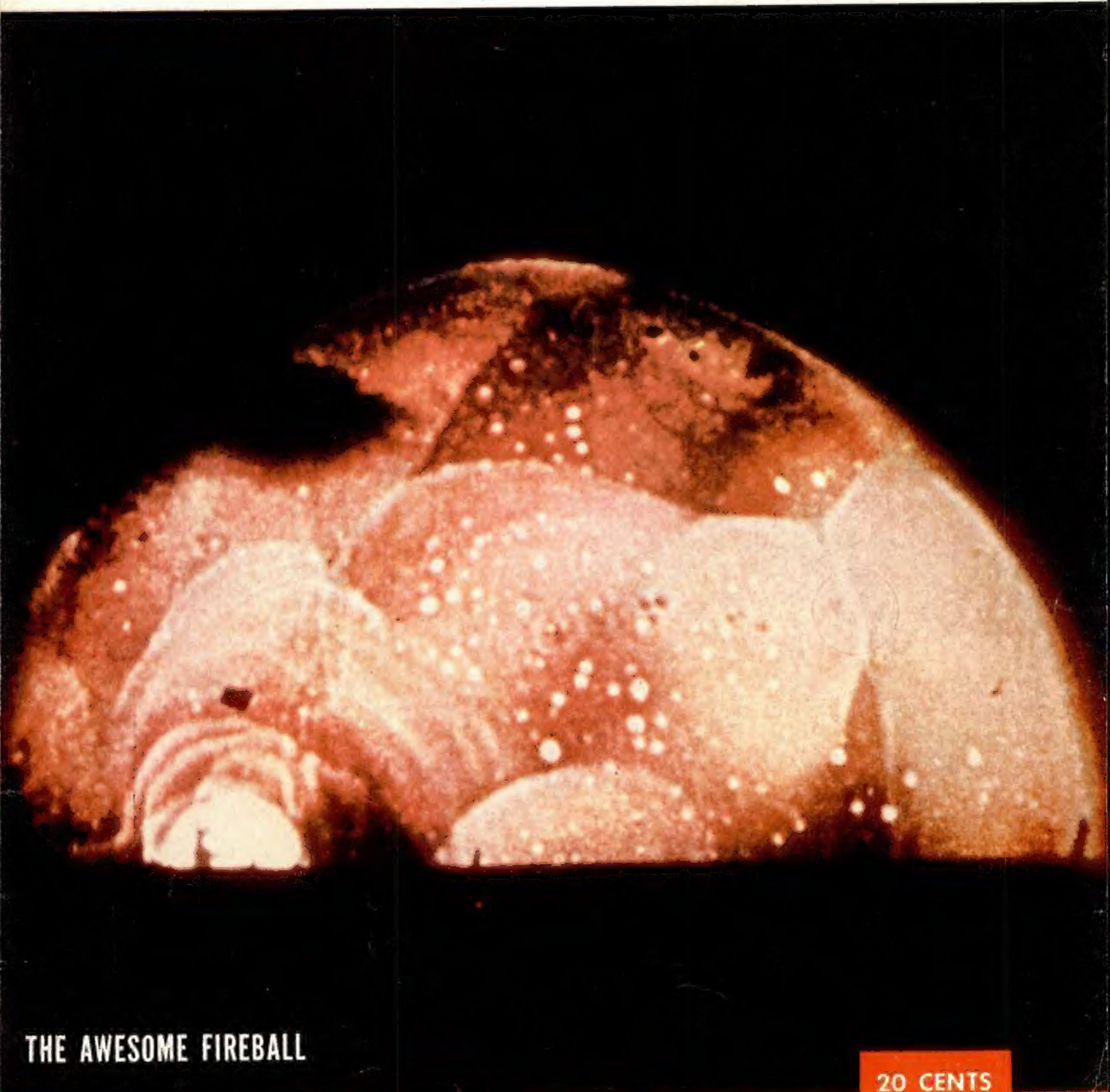


LIFE

COLOR PICTURES OF HYDROGEN TEST

DAVE BECK, FORMER BOSS OF GOONS,
EMERGES AS LABOR'S NEW STRONG MAN



THE AWESOME FIREBALL

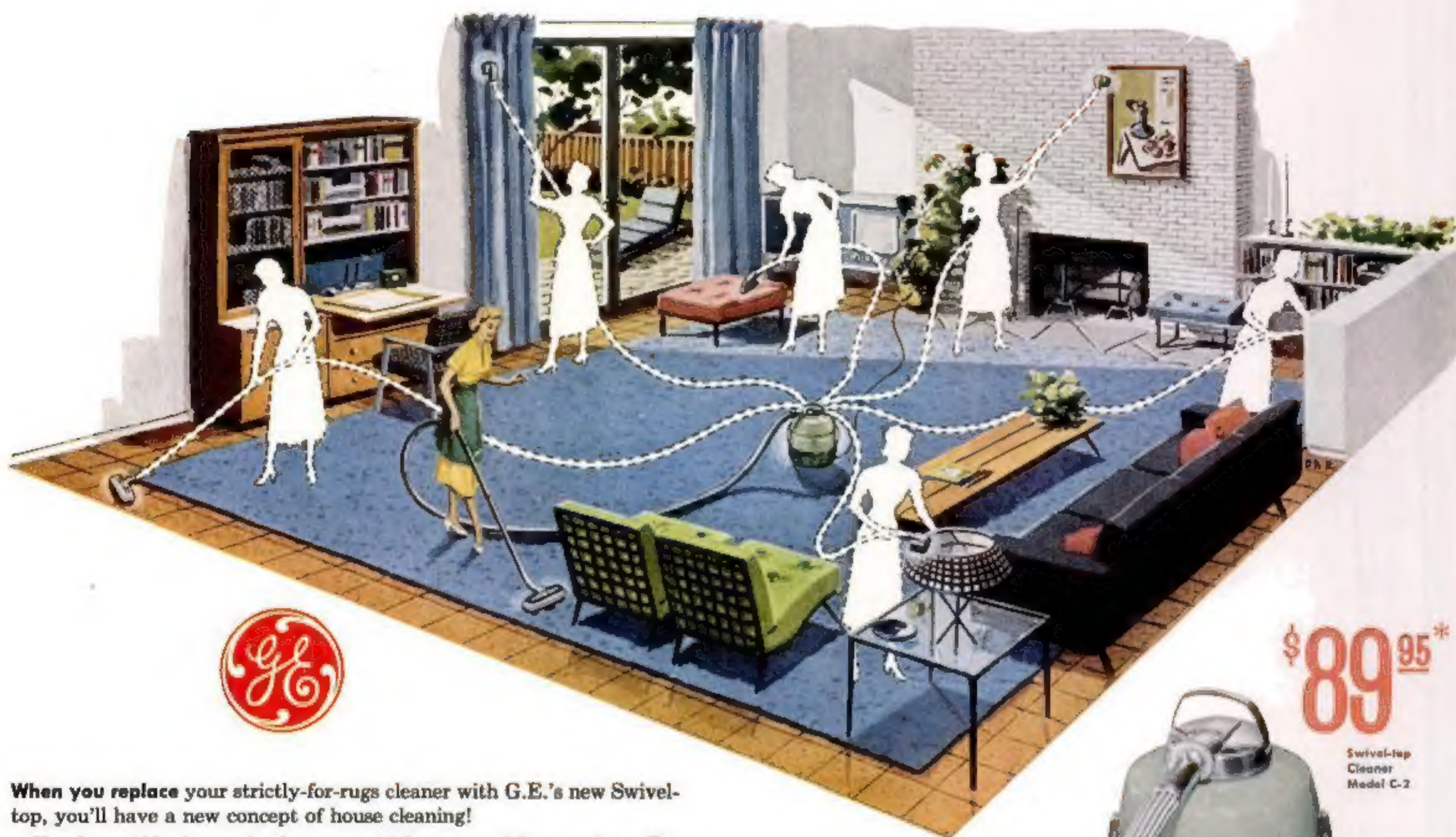
20 CENTS

APRIL 19, 1954

No more bump and bang!



Now G. E. gives you **"REACH-EASY" CLEANING!**



When you replace your strictly-for-rugs cleaner with G.E.'s new Swivel-top, you'll have a new concept of house cleaning!

You leave this cleaner in the center of the room while you clean. For the Swivel-top goes round with you as you go round the room—letting you clean everything . . . everywhere in the room!

You get strong and steady cleaning power . . . the largest "Throw-Away" Bag made . . . and a cleaner built to last because it's built by G.E. See it soon at your near-by G-E dealer's. General Electric Co., Small Appliance Division, Bridgeport 2, Connecticut.

Now! New Attachment Makes "Reach-easy" Cleaning Even Easier!



IT CLEANS RUGS . . . IT FLIPS OVER . . . IT CLEANS FLOORS!

No more fuss changing from rug to floor tool—because this new attachment has both! You clean your rug with a powerful tool that even gets up

"deep-below-the-nap" dirt. Then it flips over and . . . you clean your floors with a powerful tool that even gets up "deep-in-the-cracks" dirt!

Only G. E. gives you this new 2-in-1 attachment!

\$89⁹⁵*

Swivel-top
Cleaner
Model C-2



*Manufacturer's suggested retail price, new 1954 model. Price includes carrying caddy and complete set of attachments for non-tiring cleaning.

You can put your confidence in—

GENERAL  ELECTRIC

Now...enjoy sweet treats and protect your teeth from cavities

New white Ipana with WD-9 inhibits tooth-decay acids*



Now you can eat the sweet things you like—and need for quick energy, a balanced diet—and stop worrying about unnecessary cavities.

Many foods, including sweets, form tooth-decay acids. But now, with new white Ipana containing acid-inhibitor WD-9, you can guard your teeth against these acids.

For WD-9 in Ipana's exclusive new formula is one of the most effective ingredients known to prevent the formation of tooth-decay acids. Acid-inhibitor WD-9 is an active anti-enzyme and bacteria destroyer.

*To get the best results from new Ipana with acid-inhibitor WD-9, use it regularly after eating. Thus it acts before tooth-decay acids can do their damage.

Brushing with new Ipana after eating really works. A 2-year clinical test with hundreds who ate all the sweet things they wanted proved that brushing this way can prevent most tooth decay.

So remember, while no dentifrice can stop all cavities—you can protect teeth from sweet foods by brushing with new Ipana containing WD-9.

Don't cut down sweets ... do cut down cavities with new Ipana®



New minty flavor encourages children to brush teeth. No strong, medicinal taste in new Ipana with WD-9. And it makes your mouth so fresh and clean that even one brushing can stop most unpleasant mouth odor all day long.



PRODUCT OF BRISTOL-MYERS

**New white IPANA
with Acid-Inhibitor WD-9**

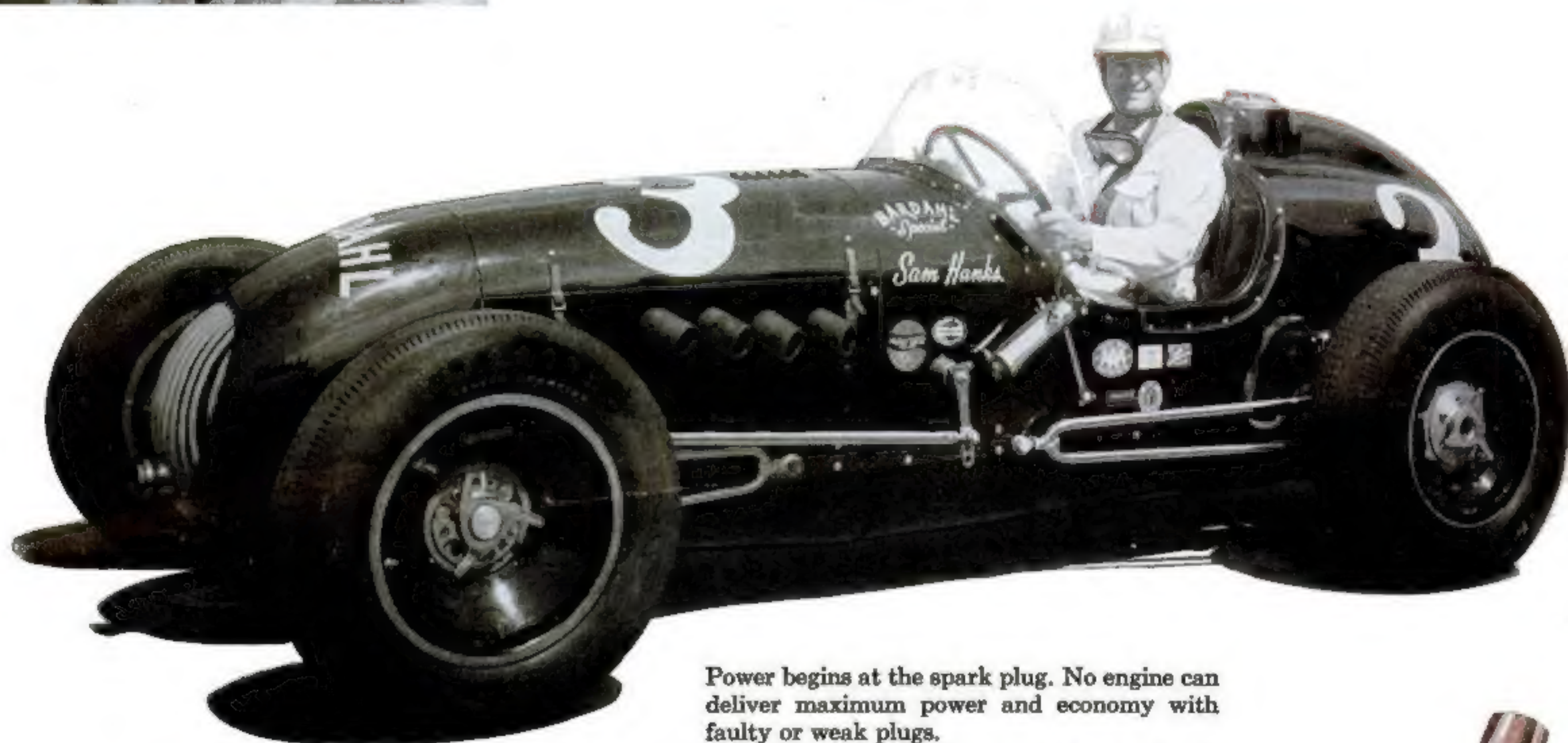


"Traffic or track . . .

**I USE CHAMPION SPARK PLUGS
BECAUSE WEAK PLUGS WASTE
POWER AND MONEY!"**

says *Sam Hanks*

1953 **AAA** DRIVING CHAMPION



HERE'S WHY YOU NEED CHAMPIONS:



← INFERIOR OR WORN-OUT PLUGS waste gasoline because a weak spark does not ignite all the gas in the combustion chamber. Unburned gasoline goes out the exhaust.

PRECISION-BUILT CHAMPIONS give a full-firing spark which burns all the gasoline and turns it into useful power, allowing your engine to perform properly.



Power begins at the spark plug. No engine can deliver maximum power and economy with faulty or weak plugs.

That's why Sam Hanks, named by the American Automobile Association as 1953's top driver, uses only Champions in his racing machines and in his family cars. Full-firing Champions' sharp steady spark puts every drop of your gasoline to work, giving you better performance and economy and saving you money every mile.

So, if inferior spark plugs are robbing you of gasoline economy, better let your neighborhood dealer install a set of precision-built Champions. They'll give you *all* the power you're paying for!

CHAMPION SPARK PLUG COMPANY, TOLEDO 1, OHIO

CHAMPIONS

WILL MAKE ANY CAR RUN BETTER



Telephones
are very
useful



Alexander Graham Bell - inventor
Uses of the telephone -

- A. Business calls 1. Groceries
- B. Friendly calls 2. Medicines
- C. Ordering calls 3. Meats

Others, including military calls



(Tune - Yankee Doodle)

Telephones are very useful.

Of that we're aware.

So when you use the telephone

Just handle it with care.



When some one is in trouble you can
call up people to help you. If some one is sick
you can call the doctor. And if your house is
on fire you call the fire department.

Some of the most interesting illustrations of the value of the telephone come from children. Here are a few, selected from many hundreds by grade-school pupils. They show imagination and a characteristic way of telling a story in a few words. Take, for instance, the words "Telephones are very useful." We couldn't sum it up better than that in a hundred years.

Bell Telephone System

LOCAL to serve the community. NATIONWIDE to serve the nation.



Here from PHILCO® for The greatest refrigerator



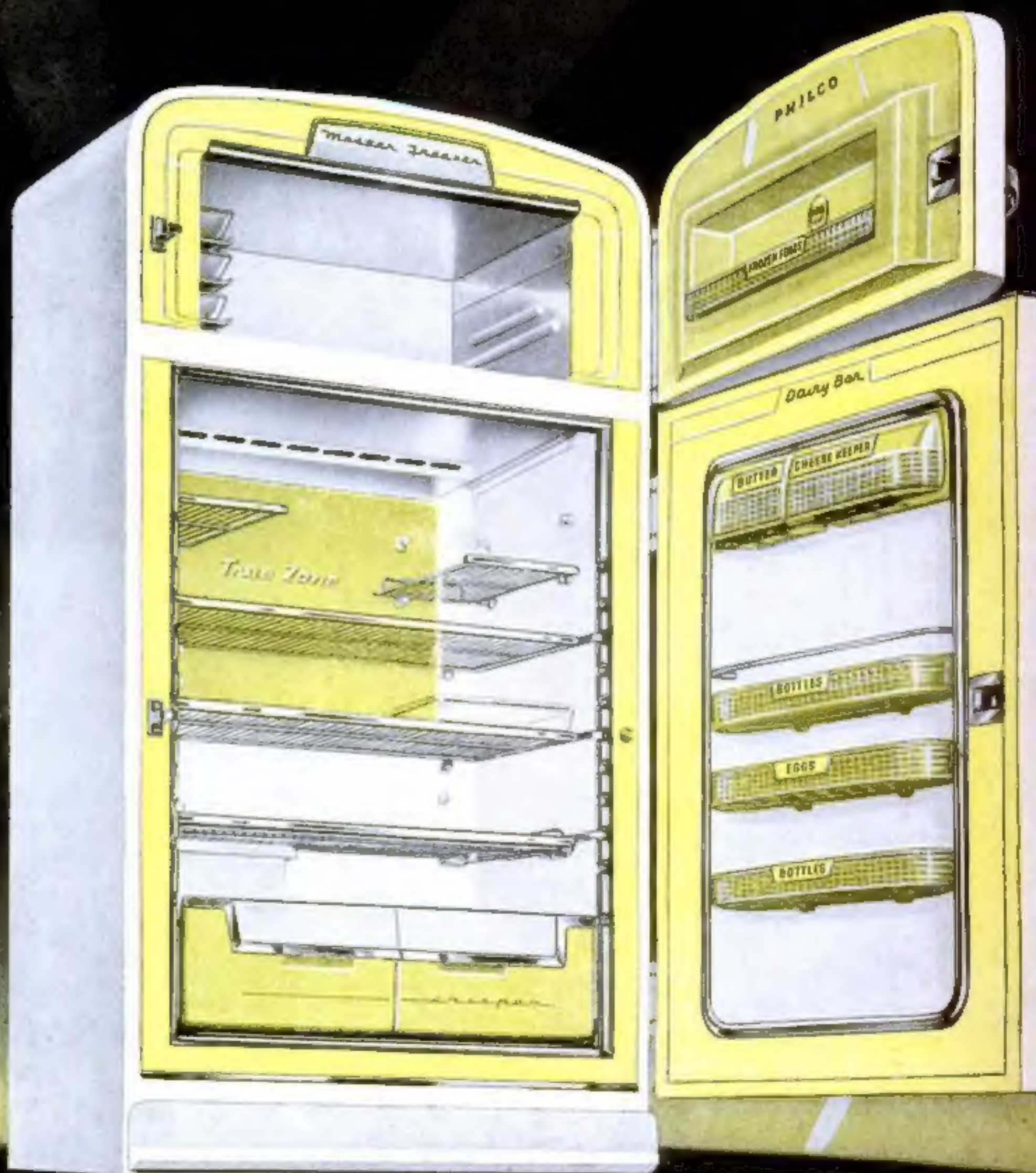
QUICK FREEZES TO 20° BELOW! A real home freezer independently operated, with full 2½ cu. ft. space to store almost 90 lbs. of frozen food. Keeps frozen foods safely as long as a year.



PULL-OUT ADJUSTABLE SHELF! Yes, a pull-out shelf that is completely adjustable. Brings foods stored at rear up front . . . at your fingertips. Only Philco has it!



AIR CONDITIONS AS IT COOLS! Achieves 38° to 42° even cold and balanced humidity all year 'round . . . automatically. No defrosting, no sweating, no drying out. Foods stay fresh . . . covered or uncovered.



PHILCO 1248—Luxurious 12½ cu. ft. 2-Door Golden Automatic with 2½ cu. ft. Master Freezer.

WORLD'S FIRST FULLY AUTOMATIC REFRIGERATOR . . .
prevents frost accumulation . . . air conditions as it cools
. . . maintains ideal temperature and humidity regardless
of climate or season . . . and does it all automatically!

1954... ever built!



FINGERTIP CONVENIENCE for frozen foods in this deeply recessed shelf in the master freezer door. With the famous Dairy Bar, the most convenient door storage ever designed.



EXCLUSIVE CHEESE KEEPER . . . BUTTER KEEPER! Two of the famous features that won the American Dairy Assoc. award for the Philco Dairy Bar—the only refrigerator so honored. Keeps cheese fresh for weeks. Butter Keeper holds full pound.



REMOVABLE DOOR SHELVES! No more struggling to clean cracks and crevices. Shelves lift right out for easy washing in sink. Exclusively yours with the Philco Dairy Bar!

Golden Automatic

Now . . . your choice of six beautiful new Golden Automatics in all sizes up to 12 cu. ft. . . . sensational low prices!



YOU'VE never *seen* anything like the beauty . . . never *known* anything like the automatic performance and fingertip convenience . . . of the great new Philco Golden Automatic with the famous Dairy Bar.

This handsome 2-door model, at left, with its master freezer that quick freezes to 20° below zero and stores almost 90 lbs. of frozen foods, is just one of six great new Golden Automatic models including the fabulous 2-way door Philco shown below.

And they are sensationally low-priced so that every family in America can now enjoy the luxury of fully automatic refrigeration.

For Philco's automatic system is developed far beyond any so-called "automatic defrost". Here is the world's first fully automatic system, giving perfect refrigeration for all fresh and frozen foods, under all conditions of use, without manual controls. No dials of any kind . . . you don't lift a finger . . . the Golden Automatic *thinks for itself!*

See these handsome new Golden Automatics. Marvel at the new convenience of the famous Dairy Bar, winner of the American Dairy Assoc. award. See all of Philco's many exclusive features, and you'll agree, it's the "greatest refrigerator ever built!"

Now—no need to settle for less than the finest. There's a Philco to fit *your* kitchen . . . *your* budget. 1954 Philco refrigerators begin at \$199.95.

Specifications subject to change without notice.

ANOTHER PHILCO FIRST. 2-WAY DOOR* OPENS FROM EITHER SIDE!

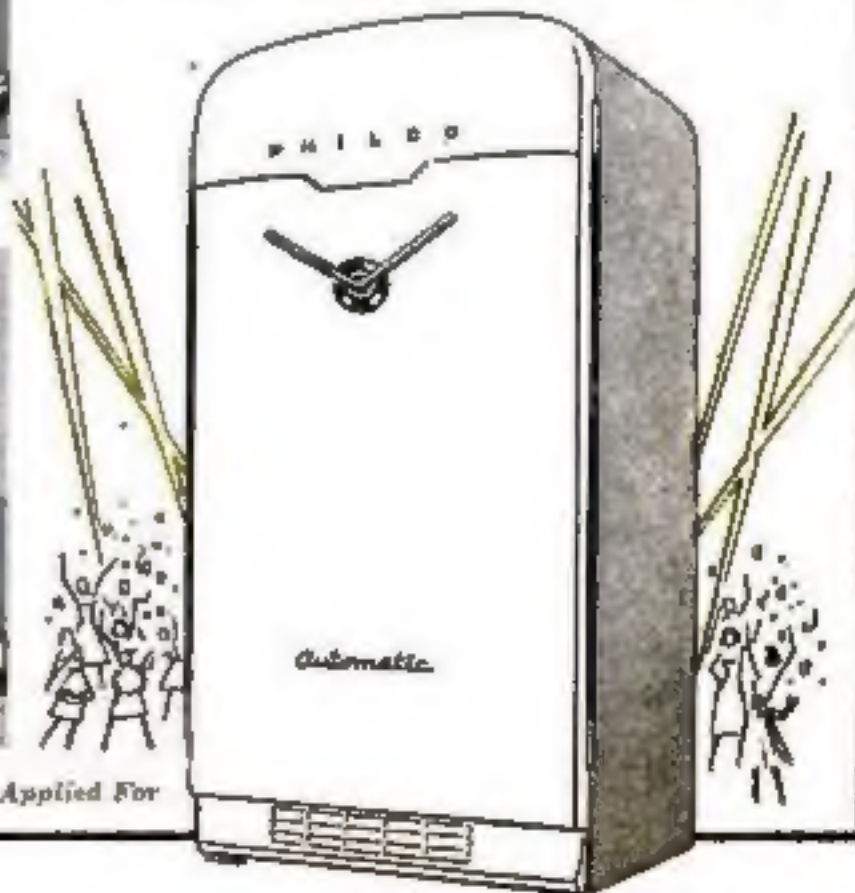
OPENS FROM THE LEFT...



OPENS FROM THE RIGHT!









In any kitchen you have now, or plan for the future, this revolutionary 2-way door Philco refrigerator (Model 1149) will save you hundreds of steps a day! You open it from the side that's handiest every time. Ideal if you move or redecorate. You have to see it to believe it!





*Patent Applied For

  Jill went  the .


 fetch a  of water;

 fell  and br  his .

 Jill came  ing after.

 away  me;

Your  is on .



 your  will b .

S OF TURES...



Can you spell out Mother Goose nursery rhymes in these picture puzzles?



 ety,  ety,

M   .

She l  good .



 on the gr .

And  on the .

 rain on the  .

  on .



As any riddle fancier can tell, the letters and drawings opposite represent a familiar LIFE headline: "Speaking of Pictures." This kind of picture puzzle, called a rebus and popularized by the French more than 300 years ago, is the special delight of Joseph Low, an artist who lives in Newtown, Conn.

Ever since he came upon a rebus book by

Benjamin Franklin years ago, Low has been collecting old rebuses, including a children's rebus of Bible excerpts. Recently Low did a rebus book of his own, *Mother Goose Riddle Rhymes* (Harcourt, Brace; \$2.50), which this month was selected by The American Institute of Graphic Arts as one of the best-designed books of 1953. LIFE here presents

some samples from the book especially for the pleasure of children. For adults out of practice at puzzles and forgetful of nursery rhymes, LIFE offers clues to some of the relatively difficult pictures: the snaggled-toothed man is a hick; the animal that looks like a horse is an ass; the court attendants decorated with an A are "Great A" and "little a."



From up front comes a

Some things you can see for yourself.

So by now, you must have discovered that Buick has turned a fresh new page in automotive styling—and we hope you find it as pleasing as thousands of others do.

But they didn't stop with styling—or with major advances in power and performance—and economy of operation.

All these got top attention from Buick engineers, and the results are certainly something to make any Buick owner glow with pleasure.

To all this was added one more challenge: What could be done to make still finer Buick's famed Million Dollar Ride?

Longer wheelbases helped. So did a heavier X-braced frame—and a new welded mounting of Buick's mighty V8 engines.

But the new magnificence in ride and handling that you feel in every 1954 Buick stems from artful changes in what the engineers call "front-end geometry."

It sounds rather technical, but it got an amazing result. In the words of the engineers:

"We developed a new parallel linkage that maintains better directional stability and eliminates the tendency for road roughness to 'steer' the car."

"We found a way to hold front-wheel toe-in to almost zero change."

"We lowered over-all steering gear ratios to give quicker, easier steering with more positive response—even smothered still more the jar and jounce of ruts and ridges, with new direct-acting shock absorbers mounted inside the front coil springs."

Why don't you come in and see us—and try the result for yourself? We can show you a combination of beauty, power, performance and sheer pleasure that's the talk of the industry. And we're quoting mighty attractive prices.



THERE'S V8 POWER IN EVERY '54 BUICK
—and stepped up to the highest horsepowers, Series for Series, in all Buick history. Economy is up, too—with new Power-Head Pistons in every engine that make the most of high compression, and boost gas mileage to new highs.

WHEN BETTER AUTOMOBILES ARE BUILT BUICK WILL BUILD THEM



BUICK

See Your Buick Dealer

still finer ride



the Beautiful Buy

*Price leader of the great new 1954 Buicks
is this big, beautiful V8-powered Special
selling just above America's "low-price 3"*

For all your tire needs, call 1-800-854-2222 or visit us online at www.general-tire.com

Two locomotives couldn't break the New General Tire with Nygen Cord



Astounding Proof of Tire Strength

Two Baltimore & Ohio R. R. locomotives, weighing 329 tons and generating 4,500 hp., crushed this General Nygen Cord tire repeatedly. The rim was distorted, but the tire remained fully inflated, unharmed.



Photos by Cinegraphix, Inc., N. Y.

- ✓ **POUND FOR POUND, Nygen Cord is stronger than steel cables!**
- ✓ **Repeated torture tests prove its enormous resistance to blowouts**

**THE
GENERAL
TIRE**

**WITH NEW
NYGEN
CORD**

Tires today must be tremendously strong.

Your safety and the protection of those who ride with you require it.

With known cord materials, the tire of ideal strength was impossible—without building it so heavy it would generate enough heat to cause blowouts.

General's research engineers have

met this problem by developing an entirely new and stronger cord material—NYGEN, pound for pound stronger than steel cables!

To be safe at modern highway speeds, get long mileage, quick stopping and all the other desired features, see The General Tire with NYGEN Cord at your General Tire Dealer's.

LETTERS TO THE EDITORS



HANDY BABIES MAXINE GREEN, JANET HOLT, RONNIE DUTTIE

A HANDY STUNT

Sirs:
My daughter Maxine and I were delighted with 1-year-old Johnny Medro (Picture of the Week, LIFE, March 29), who stood aloft on his circus performer-father's palm to see a St. Patrick's Day parade. We are merely Green performers, but our Maxine was only 6 months old when this picture of us (above) was taken recently.
MILTON J. GREEN
Atlantic City, N.J.

Sirs:
I can't resist adding my godchild Janet Holt to the collection. Janet has been viewing her little world from aloft ever since she was 7½ months old.
MRS. CLARENCE O. LISTER
Easton, Conn.

Sirs:
My son Ronnie has been doing the stunt since he was 3 months old.
MRS. RAY E. DUTTIE
Tucson, Ariz.

KANSAS CITY—ST. LOUIS

Sirs:
While I am a St. Louisian, my brother-in-law, G. F. Babbutt, lives in Kansas City. George and I are both quite pleased with your treatment of our respective cities ("Kansas City and St. Louis," LIFE, March 29).
T. A. POND
St. Louis, Mo.

Sirs:
Under all its surface energy Kansas City is unsure of itself. St. Louis is mature enough to know exactly where it stands. Its principal source of quiet pride is long and distinguished contribution to the creation of the good and the beautiful for their own sake rather than for merely producing physical evidence that "we can do as well as anybody else."
PVT. LOUIS E. CARLAT
Washington, D.C.

Sirs:
Superb. I am one of many disgusted St. Louisians. Joe Pulitzer Jr. should print in his paper a new series of articles entitled, "Stay Here and Decay!"
DAVE FIEDLER
St. Louis, Mo.

Sirs:
Cheers for Kansas City and Berl Berry's gusto. When this Western atmosphere of neighborliness, democracy, and even a little rowdiness disappears and the stultifying ways of the East and South set in, then what

remains of the "last, best hope of mankind" will indeed have vanished.
FRED S. SILVERBERG
Chicopee Falls, Mass.

Sirs:
A gentle protest against your suggestion that we have less culture than our sister city downstream. Our philharmonic, summer opera, spring opera, university, colleges and Midwest Research Institute are nothing to sneeze at. But in other respects we all agree with a columnist who wrote recently that about the only two things Kansas City and St. Louis have in common is a confluence.
RICHARD ANDERSEN
Kansas City, Mo.

GOVERNOR KNIGHT

Sirs:
Your prediction of Knight's performance is premature ("California's 'Excellency' Exels at Jokes as Well as Politics," LIFE, March 29). You described Knight's performance in his last public job—lieutenant governor at \$12,000 a year for seven years with devastating accuracy. We paid Knight \$81,000 to do a job for which, as you stated, "he showed a complete disdain" and about which he "refused to learn anything."
Richard Graves, the "unknown" who is running against Knight, represented the League of California Cities in Sacramento for 20 years. He knows government inside and out.
ROGER KENT
Northern California Campaign
for Richard Graves
San Francisco, Calif.

CONTINUED ON NEXT PAGE

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GET
Better Shaves
USE
Fewer Blades!

because all 3 **MENNEN SHAVE CREAMS** wilt toughest whiskers extra soft!



Want easier shaves? More comfortable shaves? Closer, long-lasting, more economical shaves?

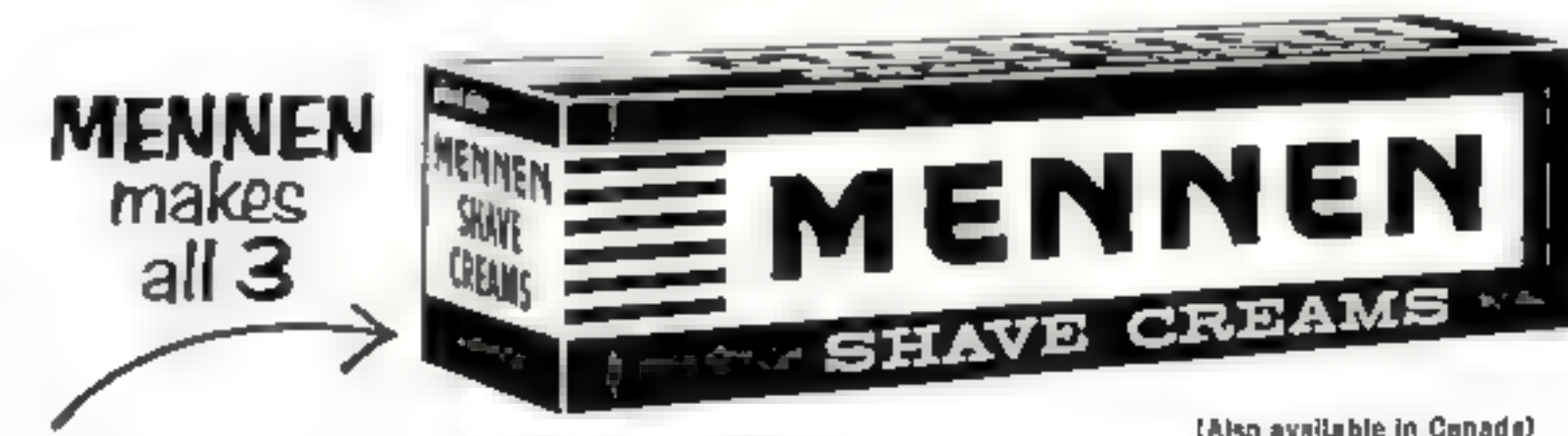
Then you want one of the 3 great Mennen Shave Creams — Lather, Brushless, or Lather Menthol-Iced. No other shave creams give you such shaving comfort — and this big bonus: they actually make razor blades last longer!

Even the best razor blades get dull quick if they must cut tough, unsoftened whiskers. But the special beard-

softening action of Mennen Shave Creams makes soft work for any blade — keeps blades sharp longer!

PROVE IT—AT OUR RISK!
Buy a tube of Mennen Shave Cream today. Test how many good shaves you get per blade. If you don't get more good shaves per blade with Mennen than you are getting now, mail us the empty carton — we'll refund your money in full.

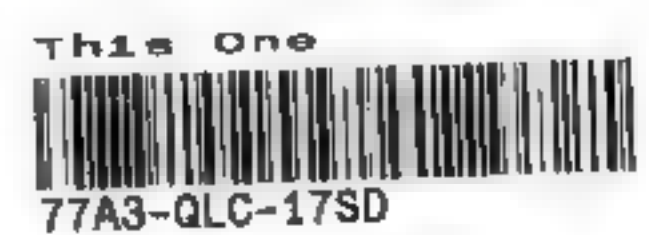
THE MENNEN COMPANY, MORRISTOWN, N. J.



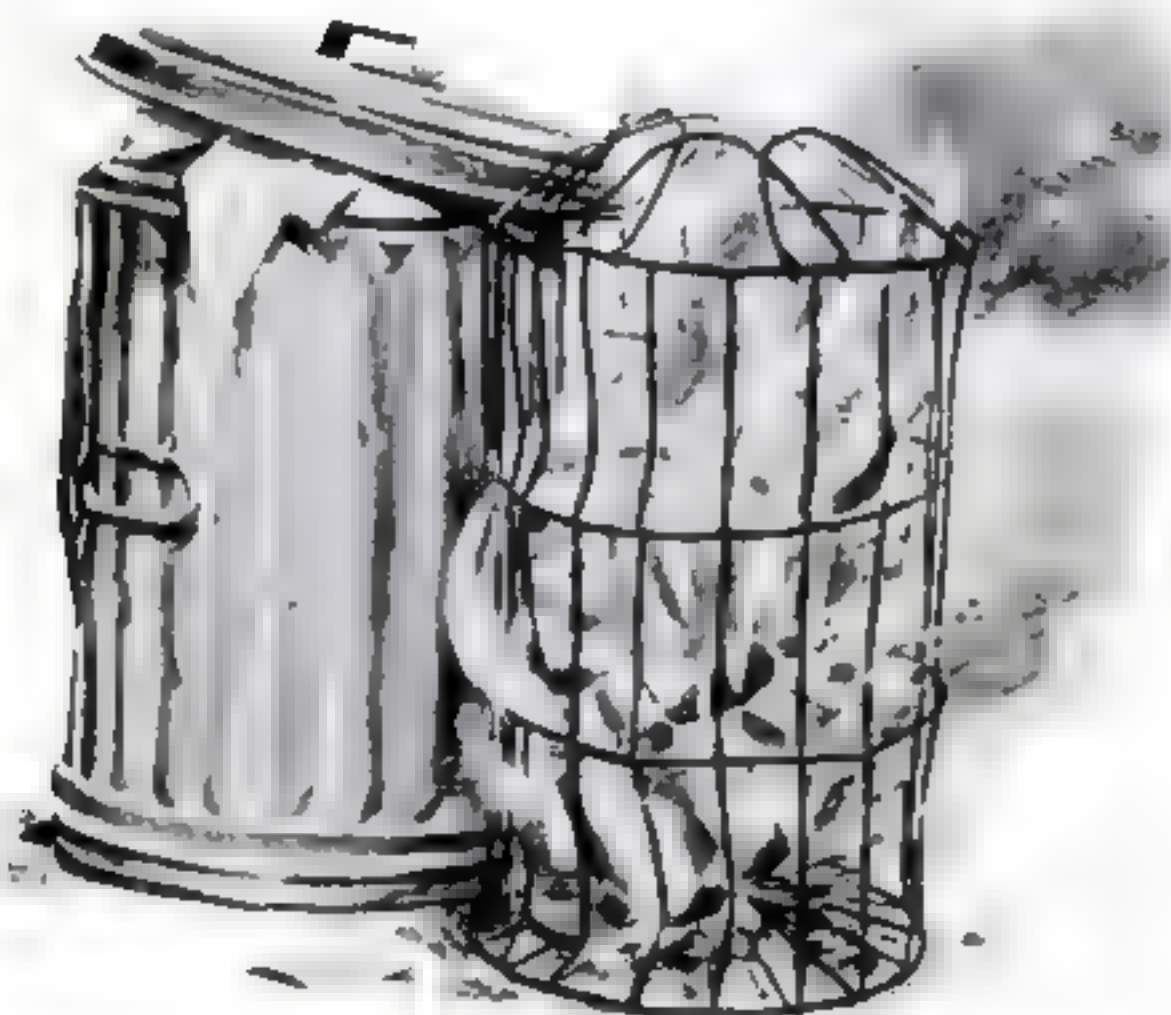
(Also available in Canada)

Lather Regular 35¢ and 53¢ • Brushless 31¢ and 47¢ • Lather Menthol-Iced 53¢

MENNEN *shave creams* **FOR MEN**



No more smelly garbage can!



No more smudgy trash fires!

NEW Duo-Therm Direct Fire Gas Incinerator is the clean, convenient way to get rid of garbage and trash

Now you can wave a glad good-bye to smelly, germ-y garbage cans and the dangerous, smudgy nuisance of backyard trash fires. Just chuck the stuff into the new Duo-Therm automatic direct fire gas incinerator.

This trim, low-priced appliance is easily installed in basement, garage or yard and handles up to 2 heaping bushels of garbage and burnable trash at a time!

Load it—dial it—forget it!

Duo-Therm's target-jet burner shoots a fan-shaped flame smack into the waste. Quickly gets rid of garbage, wet or dry, and every bit of burnable trash. All that's left is a small amount of ash you can use to fertilize the lawn. Operates itself—cuts back to pilot, all set for the next load.

Sanitary, streamlined, economical

Exclusive triple-wall construction keeps sides "touch cool." Round design leaves no corners for leftovers. Costs only pennies to run on natural, manufactured, mixed, or LP (bottled) gas. See your Duo-Therm dealer about the new Duo-Therm direct fire gas incinerator. **SOON!**



Approved by The
American Gas Ass'n.

Duo-THERM

Always the Leader

Division of MOTOR WHEEL CORP., Lansing 3, Mich.



New! Duo-Therm GAS, ELECTRIC and OIL Automatic Water Heaters with long-life TRIPLE-TREATED TANK. Get a Duo-Therm and get set for a new experience in hot water convenience.

Duo-Therm Division of Motor Wheel Corp.
Dept. L3, Lansing 3, Michigan

Send me full information about:

New Duo-Therm Direct Fire Gas Incinerator ☐
Home Heaters ☐ Water Heaters ☐ Furnaces ☐

Name _____

Address _____

City _____ Zone _____ State _____

Duo-Therm is a registered trade mark of the Motor Wheel Corp. Copyright, 1954.

LETTERS TO THE EDITORS CONTINUED

H-BOMB CASUALTIES

Sirs:

Ordinarily I detest your politics. But I would like to congratulate you powerfully on Dwight Martin's "First Casualties of the H-Bomb" (*LIFE*, March 29). It was wholly human. We need much more such close-up reporting of the gigantic events of today in terms of what happens to people. Keep it up. . . .

MATTHEW B. MILES
New York, N.Y.

Sirs:

To call off all future H-bomb tests would win respect for our nation in a world much in need of sanity. It would have a deadlier effect on our enemies than demonstrating again that we have the power to commit suicide. The silence of the canceled tests would reverberate everywhere.

JAMES L. SUMMERS
Atascadero, Calif.

JEANMAIRE

Sirs:

You mention that Jeanmaire slightly resembles Napoleon ("Jeanmaire Shouts for Love," *LIFE*, March 29). If Napoleon looked even in the slightest like that gorgeous creature, the French never would have exiled him.

PHILIP JACOBSON
Brooklyn, N.Y.



JEANMAIRE



NAPOLEON

Sirs:

... She may resemble Napoleon "somewhat," but not the ways she does not.

VICTOR C. DOTY
Brooklyn, N.Y.

JAPAN'S YOUNG DREAMS

Sirs:

"Japan's Young Dreams" (*LIFE*, March 29) gave me the greatest of pleasure. Considering the ages of the artists it seems to me their sense of perspective—spiritually as well as graphically—is wonderfully commendable.

JOANNA BRADSHAW
New York, N.Y.

NEW NASH

Sirs:

"A Car the Public Helped Design" (*LIFE*, March 29) is nice looking. The price and design aren't bad. But what happened to the missing left rear bumper guard on that brand new automobile? Just want the facts.

CPL. DANIEL L. CARLI
San Francisco, Calif.



FULLY EQUIPPED NASH BUMPER

● A Nash mechanic forgot to replace the guard after a test shortly before the picture was taken. At bottom of previous column is the fully equipped bumper.—ED.

NEW NEGRO SCHOOL

Sirs:

What's this? You say the Thomy Lafon "school-on-stilts" was the first new Negro school in New Orleans in the last 13 years ("A Reason for Smiles in Back-of-Town," *LIFE*, March 29). But St. Augustine High School was built in 1951, Epiphany (elementary) in 1948, All Saints (elementary) in 1952.

BROTHER JAMES, F.S.C.
St. Michael's College
Santa Fe, N. Mex.

● *LIFE* meant public, not parochial, schools. Thomy Lafon is the first New Orleans Negro public school since 1911.—ED.

Sirs:

... I'm not certain, but to me the "school-on-stilts" looks remarkably like one designed by the firm of Curtis & Davis.

FREDRIC A. WEST
Maryville, Tenn.

● True. Curtis & Davis designed it.—ED.

HUMBLE TV 'HOME'

Sirs:

We appreciated your *Home* ("Be It Never So Humble," *LIFE*, March 29). But we would like to point out that the time of the show is 11 a.m.—noon E.S.T., not 10-11 a.m. as you stated.

SIDNEY H. EIGES
National Broadcasting Company
New York, N.Y.

PAT CROWLEY

Sirs:

I'm the owner of "the suburban apartment house" in which Actress Pat Crowley lives ("LIFE Visits a Hollywood Homebody," March 29). The day your story hit the newsstands, the single vacant apartment (shown in your picture of the house directory) was rented. I now have a long waiting list for future vacancies and have received two offers to sell the building.

MILTON GOTTILIES
Brentwood, Calif.

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EILEEN CHECKS on Easter bunny. Washable cotton gabardine Sacony shorts have thigh pockets and elasticized waistband. 2.50 (sizes 3 to 6x), 2.95 (7 to 14). Cotton lisle shirt with matching stripes, 1.85 and 1.95.



RELUCTANT GOAT gets workout by determined Eileen. Sacony's front-buttoned gabardine shorts, 2.95 (3 to 6x) and 3.50 (7 to 14). Sleeveless cotton lisle gob shirt, 1.85 and 1.95.



MICKEY GETS a thorough bath. So does Sacony's bloomer swim suit in crackling waffle pique with checked gingham trimming. This is 4.95 for 3 to 6x'ers, 5.95 in sizes 7 to 14.



SICILIAN BURROS eye Eileen's scallop-knit trimmed cotton gabardine shorts, 1.95 (sizes 3 to 6x) and 2.50 (sizes 7 to 14). Cotton lisle shirt, 1.85 and 1.95. Both by Sacony.

Storybook child gets Sacony wardrobe

7-YEAR-OLD EILEEN CARLSON LOVES ANIMALS AND CLOTHES

Most youngsters would trade anything they own to be in Eileen Carlson's sneakers. Eileen helps her family train animals for TV appearances. This enables her to live on intimate terms with innumerable horses, doves, rabbits, guinea pigs, sheep, goats, myna birds, dogs, cats and a pair of cigar-smoking Sicilian burros!

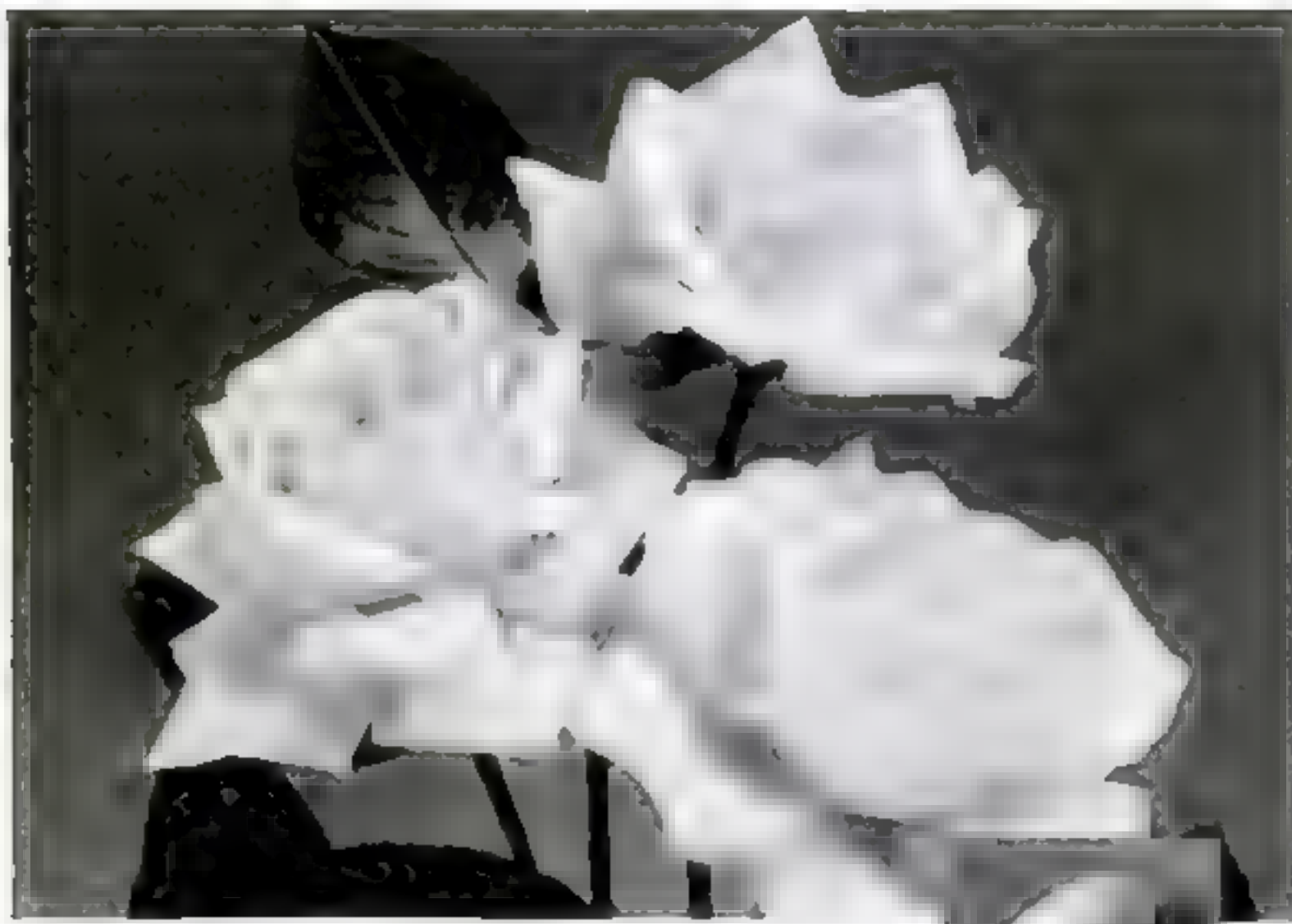
Surprisingly, the family stables are located right in the heart of New York City. And Eileen has developed a city child's lively interest in clothes along with her love for animals.

Since her mother wears Sacony clothes, Eileen firmly insists

that a Sacony wardrobe be bought for her, too. Eileen's Sacony shorts are made of sturdy cotton gabardine. The cotton lisle shirts match in color. They also match in *detail*. For example, note how the scalloped knit trim appears on shorts as well as shirt, how a striped waistband inspires a striped neckline. And despite the low prices, everything is well tailored and dependably washable.

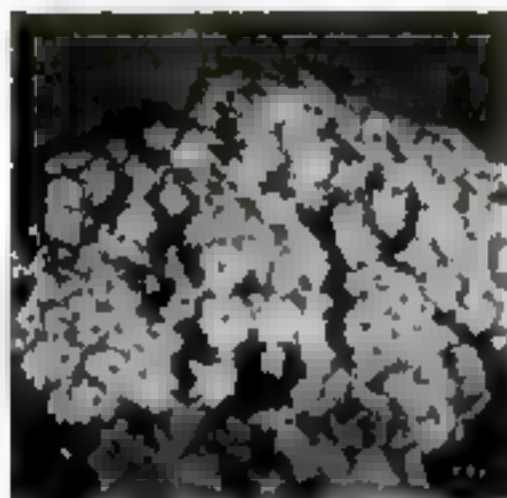
Mothers shopping with children home for Easter holidays will find these outfits available in stores throughout the country. For store names, write Sacony, Dept. G, College Point, New York.

ADVERTISEMENT: copyrighted by Sacony

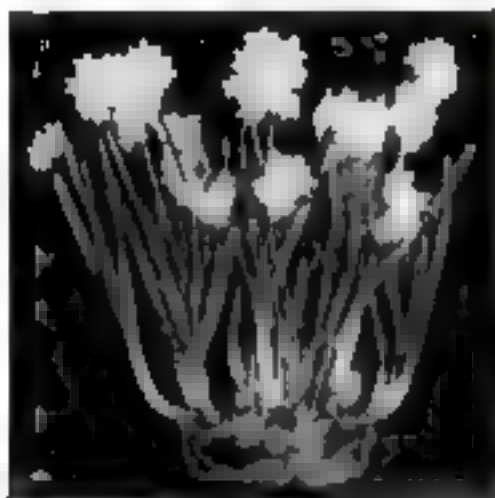


Now! With this tiny, clean, snow-white tablet

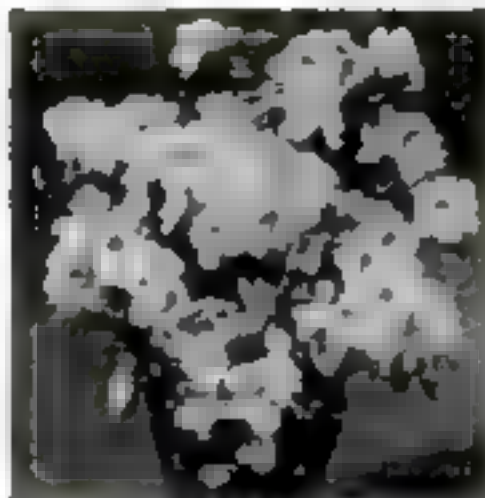
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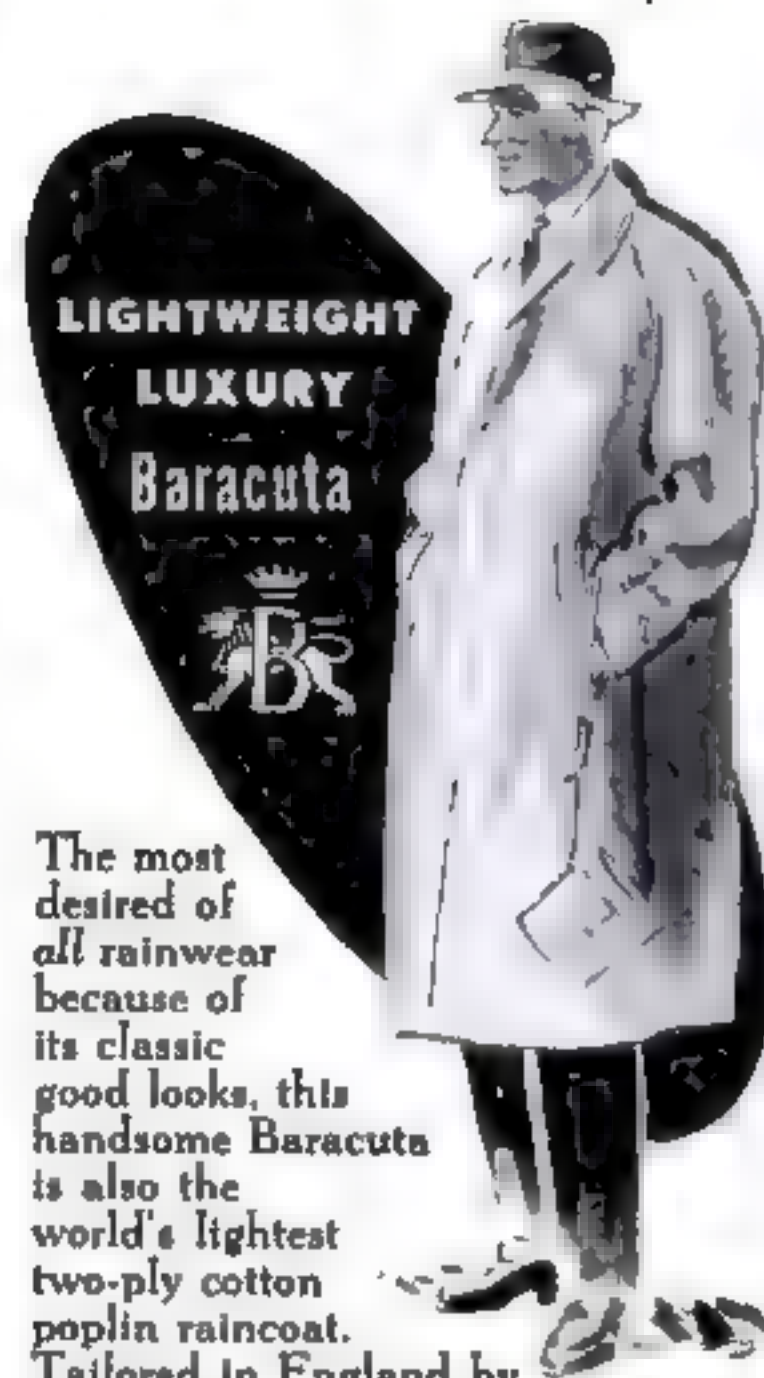
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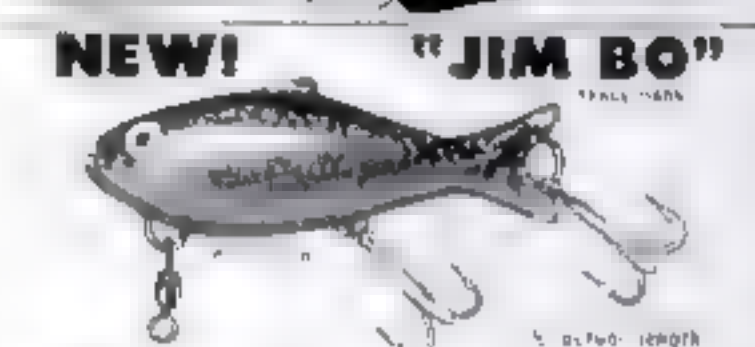
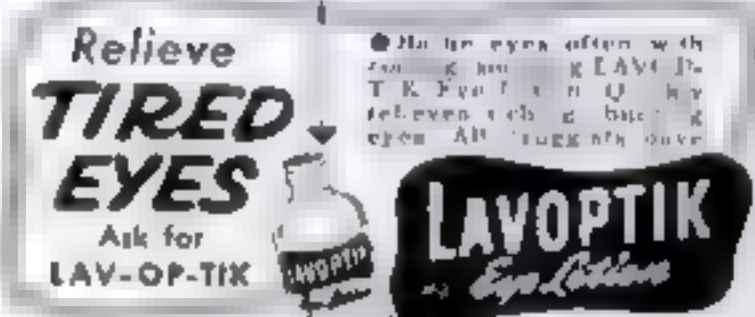
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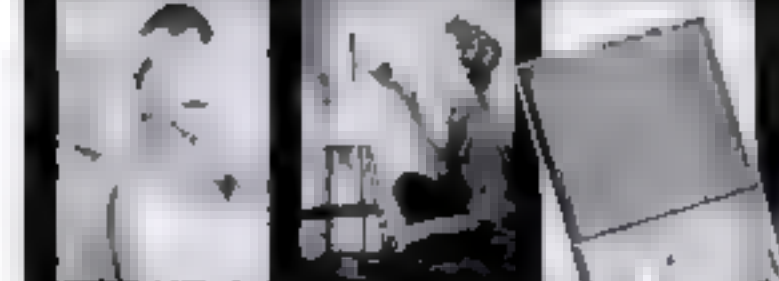
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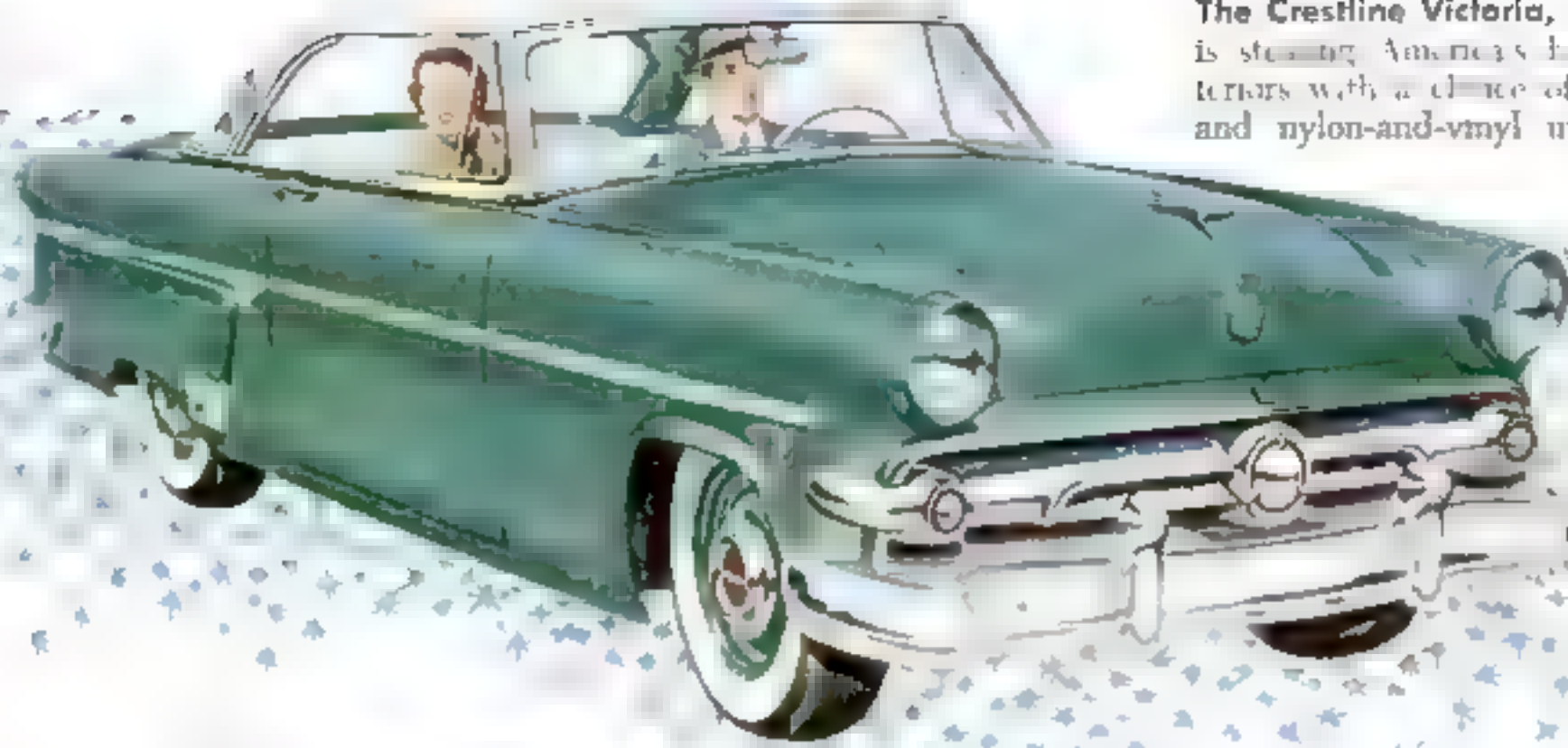


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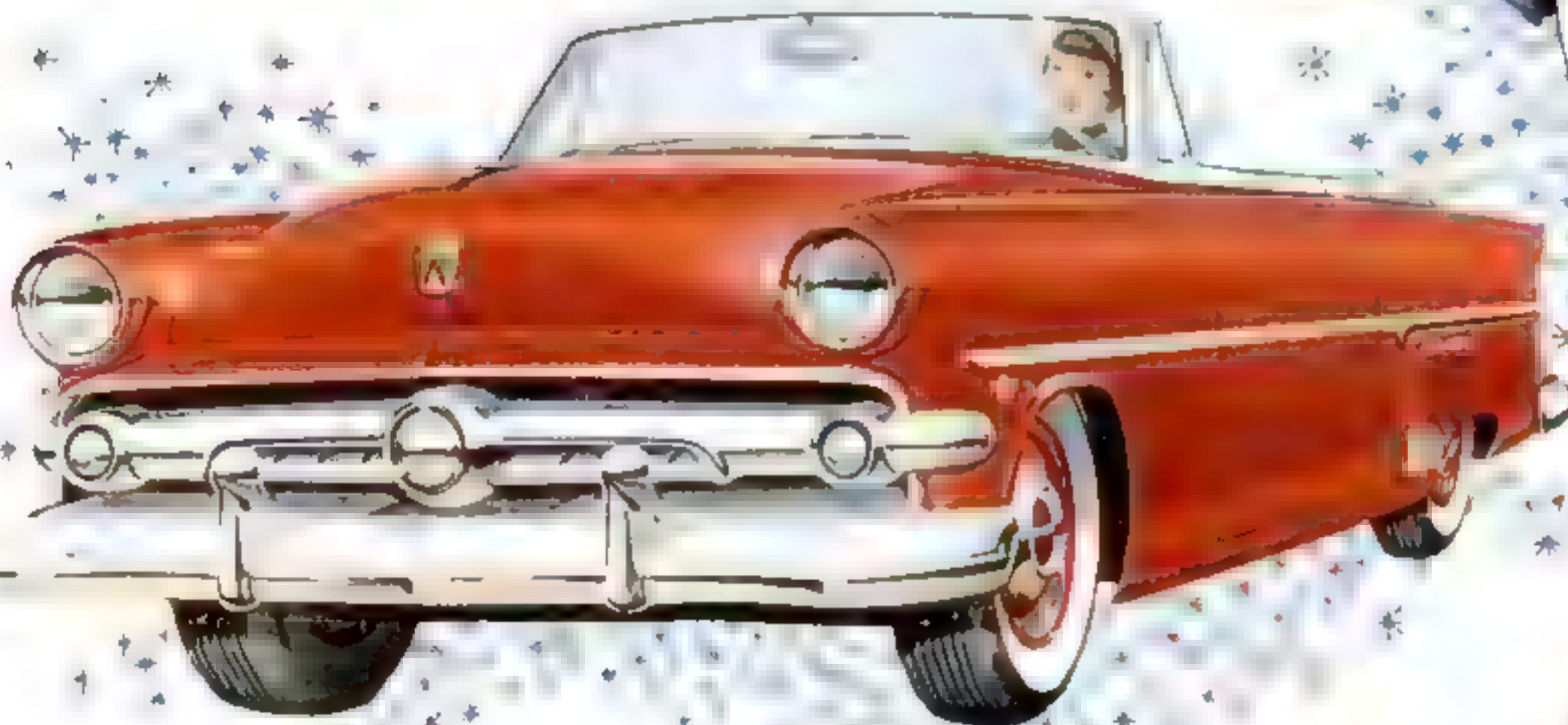
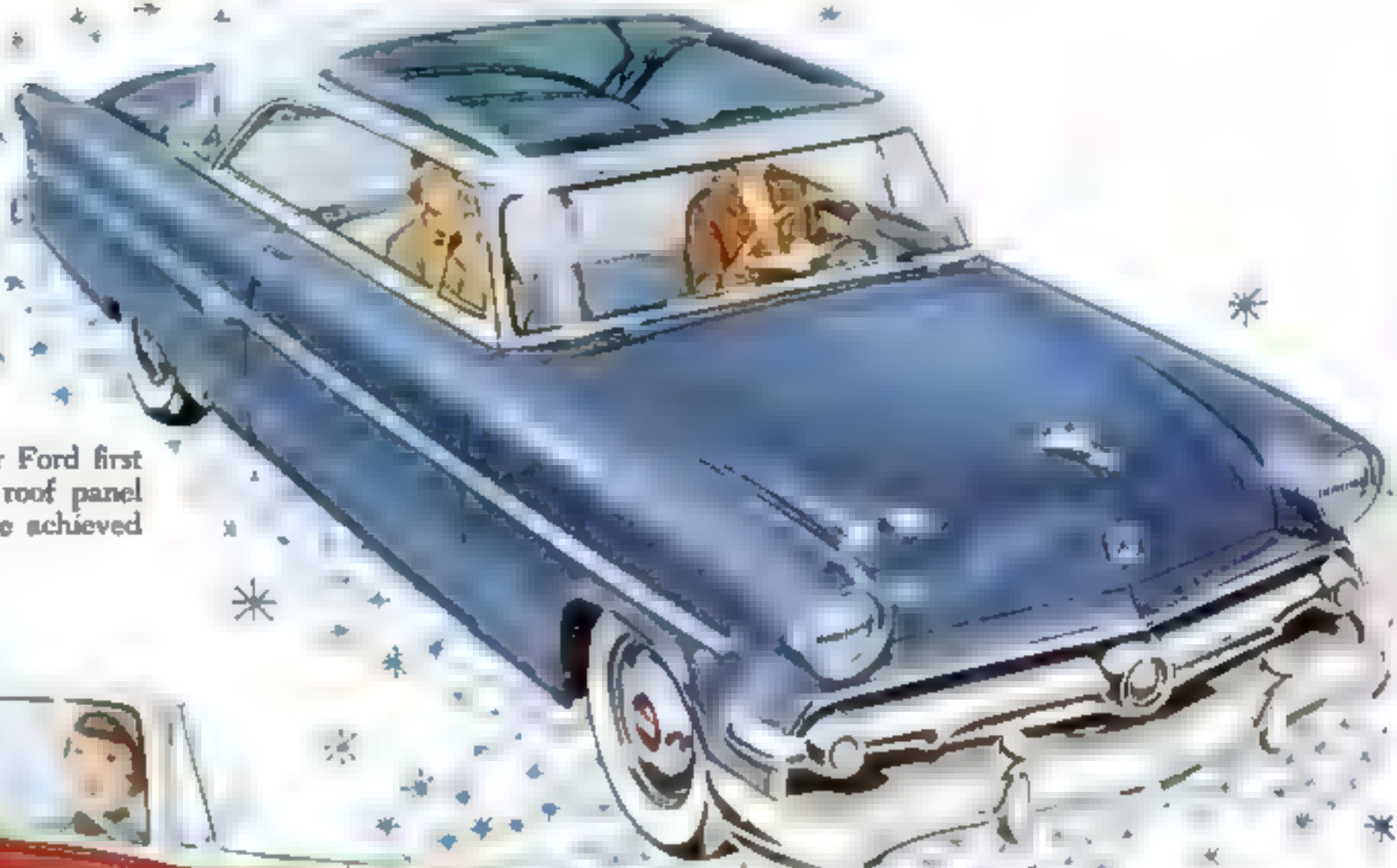
A rainbow of flavors in every luscious scoop!

The Crestline Victoria, more beautiful than ever, is stealing America's heart! You'll find new interiors with a choice of six beautiful new nylon and nylon-and-vinyl upholstery color schemes.



Heavenly Bodies with worlds of Power

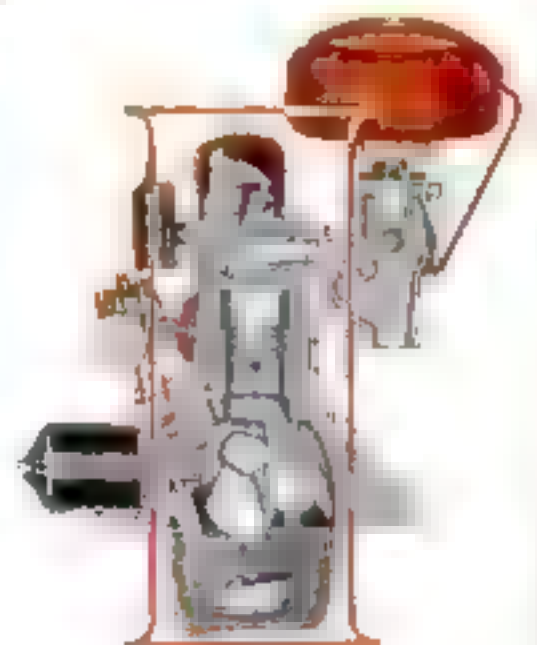
The new Crestline Skyliner is another Ford first in styling. A new tinted transparent roof panel gives an open-car feeling never before achieved in any low-priced closed car.



The Crestline Sunliner is America's largest selling convertible! Among its '54 advantages you have a choice of four top colors. Also available is a top with a transparent panel over the driver.

130-h.p. Y-block V-8

New deep block is more rigid for smoother operation. Short-stroke design means greater gas economy, longer life. Free-turning overhead valves keep compression high.



115-h.p. I-block Six

Like the Y-block V-8, it has the advantages of deep-block, low-friction design, free-turning overhead valves and gas-saving Automatic Power Pilot.

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Worth more when you buy it

'54 FORD

When you sell it, too!

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NO D 4 TURES FROM 2 THE T

The rebus, or picture riddle, is a contagious way of writing with pictures. The one above emerged when some members of the staff, inspired by our Speaking of Pictures this week (pp. 6, 7), got fascinated by its wider possibilities. In good old rebus tradition, we have chosen pictures above to represent the sound of syllables and words rather than their meanings—the Stuart portrait of Washington doesn't bear any resemblance to the nation's capital, and we consider Mr. Dulles far from dull.

As for the message itself, it poses the problem facing every good Washington reporter—to push through the deadly facade of the same people sounding much the same way and come up with something fresh and penetrating. For the photographer, who faces the eternal reluctance of public officials to relax publicly, the job of penetrating the facade is even tougher. LIFE's Washington bureau has consistently broken through—this week with particular success. In George Skadding's story on

pages 28, 29 those television viewers who wondered how President Eisenhower suddenly became so relaxed on his recent nationwide broadcast will find their answer. And in the photographic essay by Photographer Hank Walker and Reporter Jim McConaughy (pp. 110-116), readers will get a highly original look at members of the most exclusive club in the world, the U.S. Senate. This is a look not from the outside but from within, showing how the senators themselves feel about each other.

Another form of writing with pictures—mystical, visionary and highly personal—is William Blake's 1793 interpretation in watercolors and words of the Crucifixion and Resurrection (pp. 60-68), a poetic Easter story. And carrying the art of picture-talking to an inescapable result, the charade, we note that a doggerel-minded doctor in Fife, Scotland (p. 140) has not only invented a dramatic method of sex education for his pupils but dressed them up, rebuslike, to make the lesson stick.

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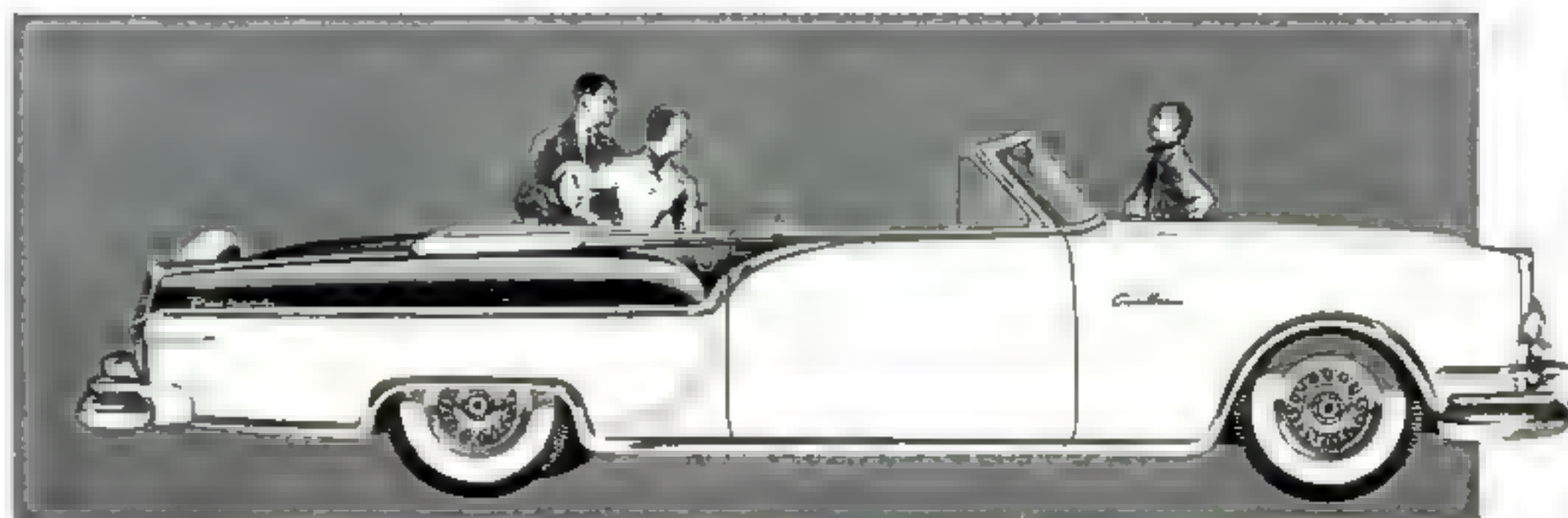
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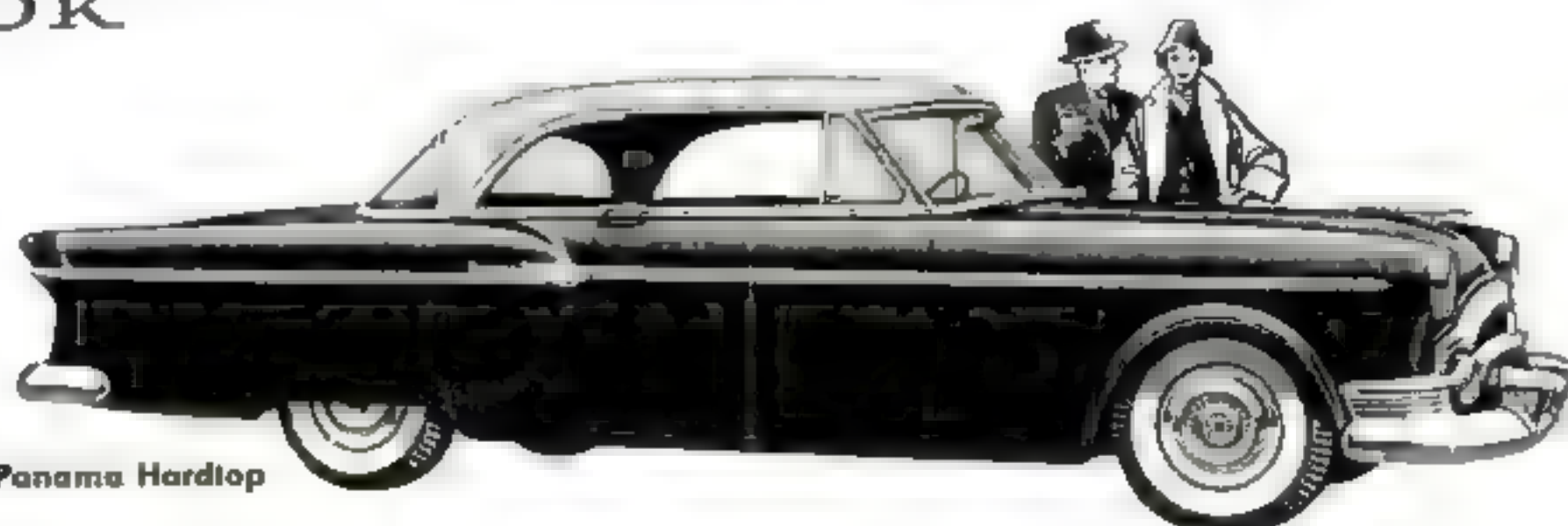
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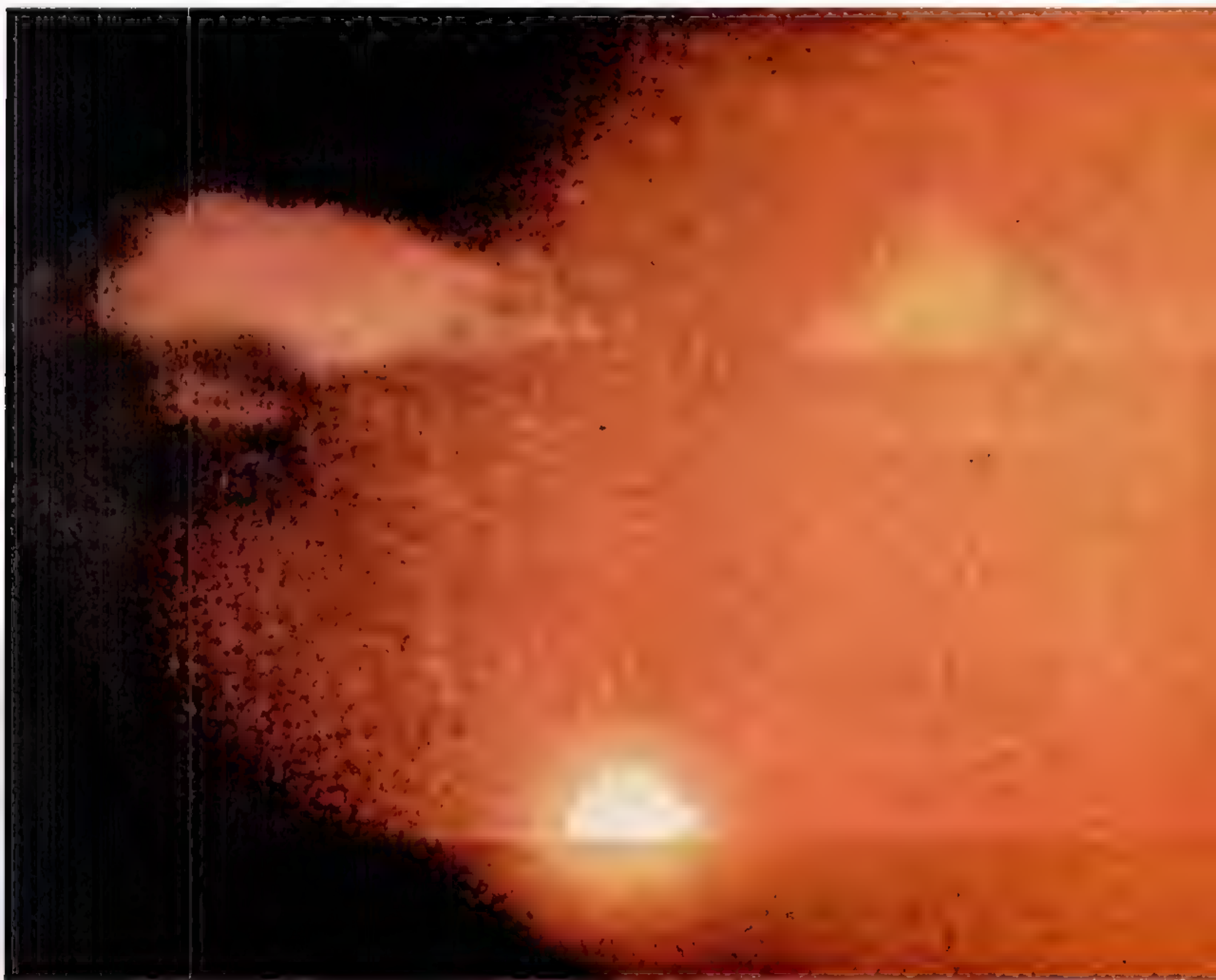
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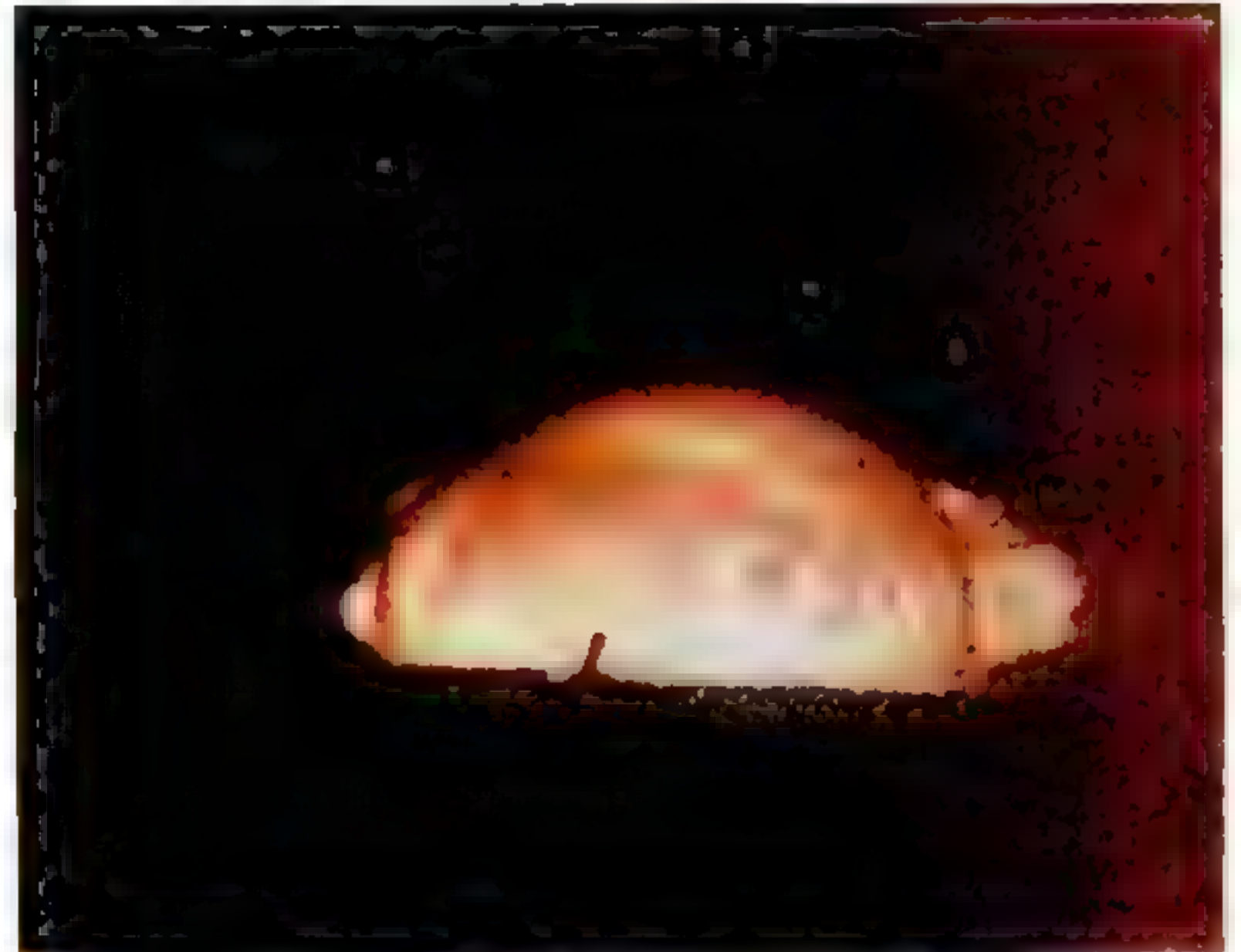
COLOR PHOTOGRAPHS ADD VIVID REALITY TO NATION'S CONCEPT OF H-BOMB

The nation's awareness of the hydrogen age, to which it was introduced three weeks ago, grew in intensity last week as civil defense workers and other groups saw a different version of the televised film of "Operation Ivy." This was in color. Instead of a black and white shadow of the explosion, viewers saw in glaring redness the bulging fireball of the hydrogen device which vaporized Elugelab Island at Eniwetok on Nov. 1, 1952. Photographed through filters so dark they excluded all trace of the bright Pacific sunlight, the fireball lit up the clouds

above and the sea around as it seared away sands and coral beneath it.

The Ivy color film has an "unclassified" security status, which means that it contains no information of use to a possible enemy. LIFE presents scenes from it in the spirit of President Eisenhower's address last week on the subject of the fears raised by threatening aspects of the world today, including the hydrogen bomb: "The greater any of these apprehensions, the greater is the need that we look at them clearly, face to face, without fear, like honest, straightforward Americans...."

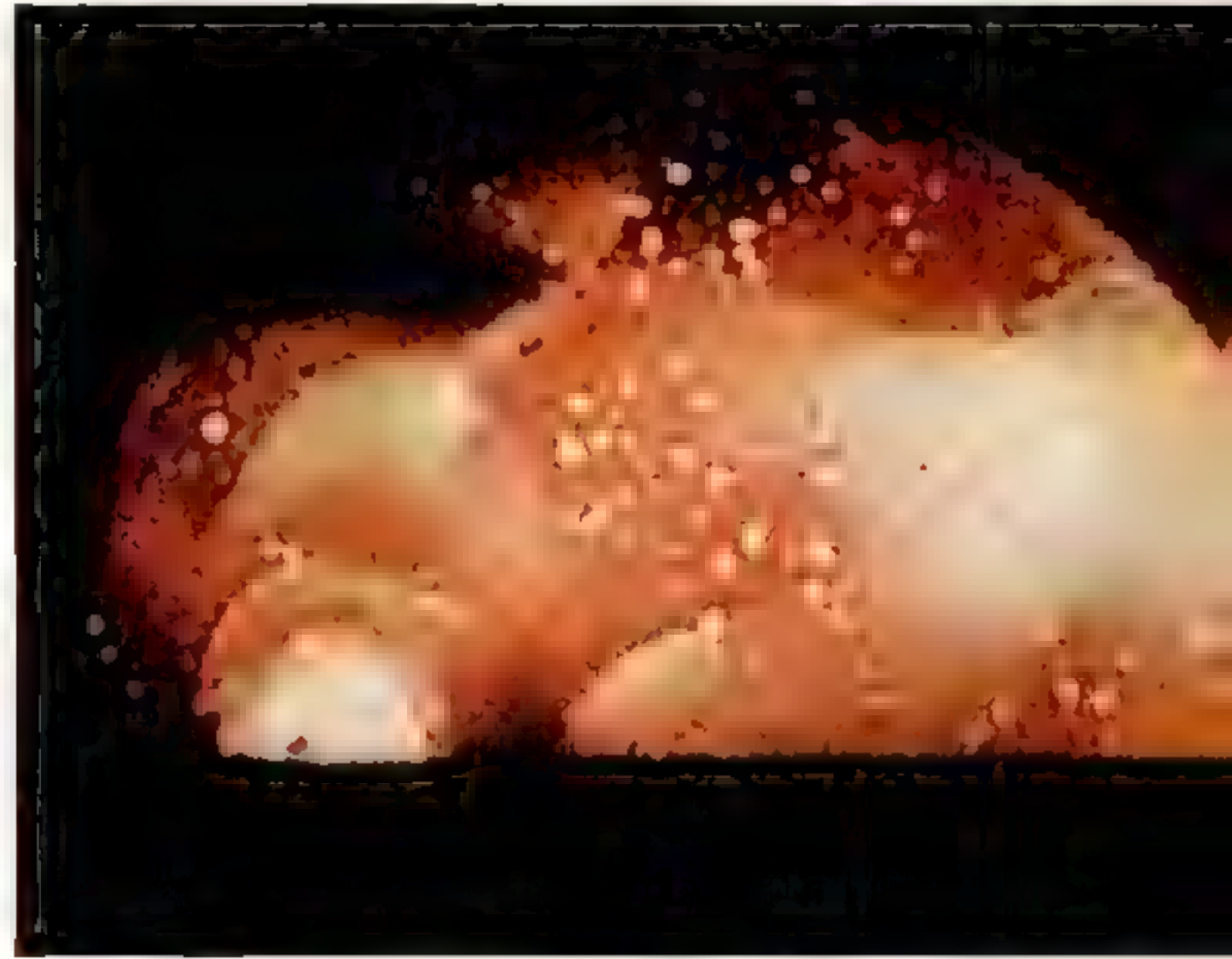
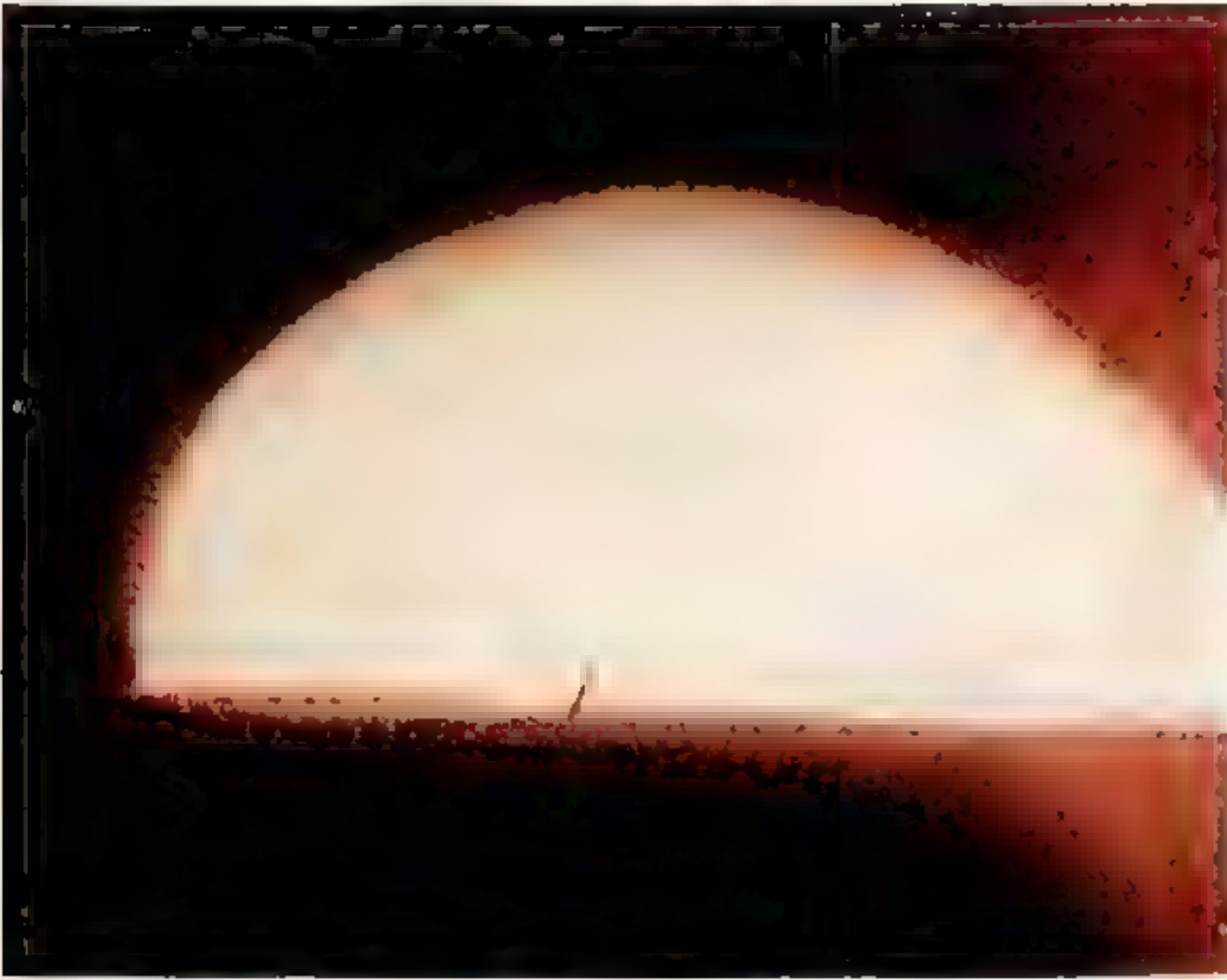
FIVE TIMES HOTTER THAN THE CENTER OF THE SUN



FIREBALL BEGINS AS FUSION PRODUCES TEMPERATURES RIVALING THOSE CREATED BY COLLISIONS OF GALAXIES. EXPANDING GASES, HEATED TO 100 MILLION



THE DOME OF FIRE SPREADS OUT TO A DIAMETER OF $3\frac{1}{4}$ MILES WITHIN THOUSANDTHS OF A SECOND, THEN THE DOME GRADUALLY BEGINS TO DISINTEGRATE



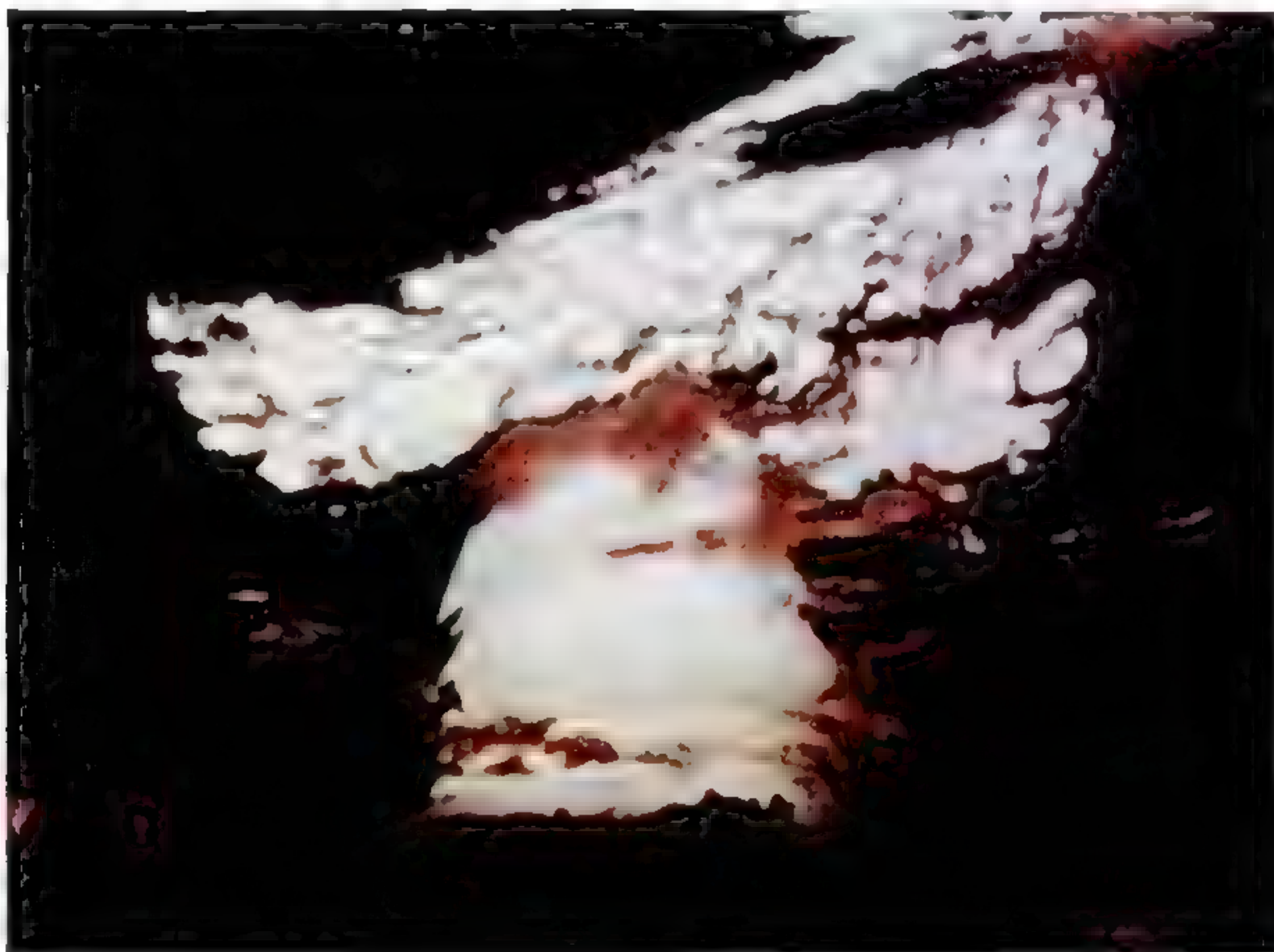
DEGREES FIVE TIMES HOTTER THAN SUN'S CENTER, PRODUCE A GLOWING DOME OF INCANDESCENT AIR WHICH THEN GROWS MOTTLED (ABOVE AND COVER)



FIREBALL RISES THROUGH RINGS OF WHITE CLOUDS FORMED BY WATER VAPOR WHICH THE EXPANDING SHOCK WAVE HAS LEFT CONDENSED INTO DROPLETS



BOILING UP toward the stratosphere, the giant mushroom rises above the cloud layer revealing a violet glow which is given off by air when intense radioactivity strikes it.



H-AGE CLOSE-UP shows the thick stem of mushroom, which eventually reached a height of 25 miles as the globular head started flattening to a disk 100 miles in diameter.

SIR WINSTON'S FACE IS A GLASS HELD UP TO WORLD'S WORRIES

The explosion which shook the world's certainty in its own survival also shook Sir Winston Churchill and undoubtedly brought closer the day when the prime minister will retire. The concern the world feels about the H-bomb was mirrored in his aging face (*below*) as he rode to the House of Commons. He showed his age even more in a debate that recalled the bitterness of 1940 when a Tory M.P. pleaded with Neville Chamberlain, "In the name of God,

go." When Churchill blamed Laborites for allowing the Anglo-U.S. atomic agreement to lapse, there were shouts of "Resign!" Anthony Eden, who thinks the bomb may be a deterrent to war "because those who have it . . . must understand how terrible can be the consequences," salvaged what he could from the wrangle and pledged a new realistic attempt at disarmament. In the U.N. the West again tried to pin Russia down to talks on the subject.



IT WILL NOT SAVE CIVILIZATION EXCEPT BY SAVING THE SOUL OF THE INDIVIDUAL

A gigantic assertion will be made at Evanston, Ill. this summer when Protestants of 48 nations meet in the second World Council of Churches. It is that Jesus Christ is the only hope of the world today. In choosing this great theme, the World Council seems to have assumed, first, that the world is sick of its own "hopelessness and false hopes"; and second, that the Christian hope has been clearly defined for the world. Neither of these assumptions will bear much examination; but the theme itself is worth any amount.

Is our world more than usually hopeless of its own future? There is little evidence of it. The general fear of annihilation by H-bomb is not desperate; it takes the form of barking for action, as you would expect of any healthy animals whose instinct of self-preservation is unimpaired. The atom has not recruited many members for the end-of-the-world religious sects. Even the menace of Communism, for all its earmarks of anti-Christ, has not terrorized its Western prey like frozen rabbits; it has instead either adrenalized them into resistance or soothed them into the hope—deluded but not desperate—of adapting somehow to Communism as a huge new fact. The one statistical measure of despair, the suicide rate, shows no meaningful trends.

Perhaps despair is a human constant. What then of false hopes? Man always harbors plenty but he has lately managed to shed a few. The doctrine of automatic progress, which so warped the 19th Century's picture of itself, has all but vanished. System builders, utopians, even reformers are in rather short supply. Majorities everywhere seem unusually conservative and skeptical, less easily stampeded today than yesterday or tomorrow. Yet the world seems not to miss its false hopes, and could perhaps do well enough without any, as did the ancient Stoics with their "bear and forbear."

So the World Council of Churches will find no extra-eager audience for its great theme of Christian hope. Moreover some hearers have perhaps already been discouraged by a conflict of definitions. Churchmen are talking of "the theological fog bank headed toward Evanston." At a time when Protestantism is rich in good theologians, why this confusion?

The reason is that Christian hope is concerned with the greatest of all mysteries—eschatology, or the science of last things: the Second Coming, the Day of Judgment, the end of the world. The Christian hope is nothing less than the hope of heaven, and this hope is central to Christian faith. But in showing man the path to heaven, the Gospels themselves are ambiguous.

The early Christians lived under the exciting certainty of an imminent Day of Judgment. As Gibbon put it, "the secret cause of their security (was) the expectation that, before the conversion of mankind was accomplished, war, government, the Roman Empire, and the world itself, would be no more." Centuries of unjudged history have, of course, attenuated this vivid conception. Theologians came to accept man's "revised situation" and said the early Christians were plain wrong. The concrete Christian hope of a climax in history gave way to vaguer hopes for the improvement of mankind's lot on earth, and even to that travesty of hope, a diffuse optimism about the nature of man.

But in recent years the "neo-orthodox" theologians have revived the Day of Judgment. Without dating it, they remind us that all Christians are under judgment every hour. Without explicitly brandishing the H-bomb, they insist on the futility and built-in sinfulness of all human achievements. Karl Barth, the rigorous Swiss

theologian, declares not only that "men never were good, are not good, and never will be good," but also that "the whole conception of a Christian civilization in the West has been piteously exposed as an illusion." His "religion fashioned for the catacombs," as Niebuhr calls it, seems to send us back to the First Century for salvation.

Well, it is an invigorating place to go. It was in fact the century in which our civilization was born. Rome was our parent, and lives in us still. The Christians (despite the subversive role assigned them by Gibbon) did not kill Rome; they built a greater Rome. But here is the paradox of their stupendous historical achievement: while creating Western civilization, their minds were on something else.

St. Paul preached a "law-free gospel," that Christians could claim unprecedented liberty of thought and action. This was the unintended but indispensable seed of the political liberty we know today. But Paul would not let this liberty be abused; he coupled his defiance of the Roman emperor with admonitions for responsible living in Rome; he told his Christians they must rule themselves because they would one day rule the world. And so they do now, a large part of it; they now have full political responsibility, which is the other part of their "revised situation."

Can Christians discharge this responsibility and still be faithful to the Gospels? The task is not so different from what Paul taught them. Our world can best be defended if it is continually renewed and corrected and occasionally defied. "For when they shall say, Peace and safety, then sudden destruction cometh," said Paul. He boasted that he had engraved his message not on stone but on living men and women. He armed them with "the shield of faith and love, and on our heads the helmet of hope."

Then as now it was the greatest of all hopes: that every man who believes and works for God can share the perfection and immortality of his Son. This promise has not changed the circumstances of human existence, nor the flawed nature of man. What has been changed is the life of each Christian. The Christian uses more fully the talents God gave him, "knowing that your labor is not in vain in the Lord," whether or not it pans out on this earth. The Christian's life reminds others, whether Christian or not, that "the manifestation of the spirit is given to every man," and that this call must be answered as well as we know how.

To those whose theology makes them impatient either for Judgment Day or for some evidence of human improvement, there seems to be an implied rebuff in what F. D. Nichol calls "the endlessly increasing total of good men's tombstones." These stones may or may not point toward God's final victory over sin and death; what matters is that in each case goodness was a personal achievement and heaven doubtless a personal reward. Like corals building the Great Barrier Reef, all these Christians created our Western civilization as the unplanned by-product of their personal hope and labor. Simple piety tells us not to despise such a by-product; but if we really wish to defend and extend it, to make it a "continuing city," we can do so only by imitating the builders, whose real hope was elsewhere.

The Christian champions of a Christian civilization are not answerable for or to that civilization, but to God alone. And the glory of the Christian hope is that it is not offered to "the world," but to living men and women for a life beyond.



PICTURE
OF THE WEEK

**THE SHOWER IS
OUT THAT-A-WAY**

As baseball got ready to open its season, something really new showed up in the spring exhibitions—a bizarre form of umpire batting. In Long Beach, Calif., objecting to a decision, Bobby Bragan, manager of the Hollywood Stars, lay down on the field and said, "I got no place to go." Towering over him, a pillar of outraged authority, Umpire Al Mutart told him where he could go. He pointed. Bragan pointed. Then Bragan took himself off to the showers.



ARMS FOLDED, Montgomery gives a display of aplomb before the telecast.



CHECKING ANGLES of newsreel camera, Montgomery peers into viewer.



HALF SITTING ON DESK BEFORE TELECAST, MONTGOMERY TAKES EISENHOWER'S PLACE, CHECKS CAMERA POSITION

Robert Montgomery Presents:

PRESIDENT AS A PRO

When President Eisenhower faced the nation on television last week he revealed a new TV personality. Instead of entrenching himself behind his desk and reading uneasily, the President lounged against the desk, folded and unfolded his arms casually, smiled easily and often. He used a few simple, telling gestures and from time to time moved about. Speaking without a set speech but cued by notes printed on big cards, the President urged the country not to give in to unreasoning fears over the H-bomb. It was his most professional TV performance to date. Behind it lay four months of hard rehearsals and expert advice from Actor-TV Producer Robert Montgomery, who has been added to the White House staff "to handle visual communications for the President." Most heartening to the President's advisers was the fact that although the coaching was pure Montgomery, the words, gestures and personality were always pure Ike.



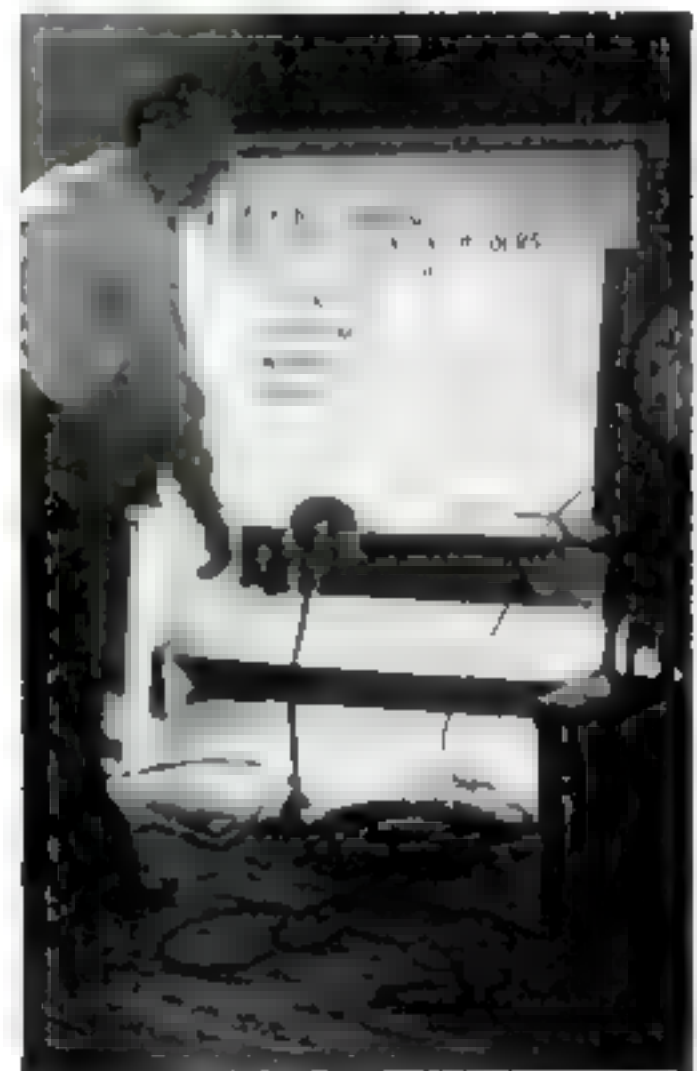
AWAITING SIGNAL to go on, Montgomery stays close to ease President, who began by addressing wrong camera. Reserve camera was quickly switched on.



HALF SITTING ON DESK DURING TELECAST, PRESIDENT SPEAKS AS MONTGOMERY, ON KNEES, CHANGES CUE CARDS



ARMS FOLDED like Montgomery's, a relaxed President is ready to go on.



CUE CARDS made from the President's notes are placed below camera.



AFTER SPEECH Montgomery, who is an unpaid "technical consultant," rushes up to tell the President all went well. Vice President Nixon waits (right).



CONGRATULATING PRESIDENT on his delivery, Nixon and Press Secretary Hagerty join Montgomery, who said, "I love it when he gets going like that."



ANGRY DEMONSTRATOR in crowd gathered at Arc de Triomphe to honor Dienbienphu dead gets



more violent by stages. He spots Defense Minister Plevin approaching. "Vive Juin," he shouts, makes



a fist and finally waves it in face of Plevin (wearing glasses). Police had to help Plevin get away.

THE SAD SPECTACLE OF A BICKERING FRANCE



ANGRY DE GAULLE, looking surprisingly old, backs Juin, warning ratification of EDC under pressure from U.S. would cause a "state of revolt in France."

Fists are brandished and insults flung on the eve of plea for 'united action'

Last week as French forces in Indochina clung courageously to the besieged fortress of Dienbienphu, France was undergoing another ordeal at home: a bloodless but dismaying battle of words. It was started by Marshal Alphonse Juin (right), who is France's first soldier and NATO's Central European commander, calling EDC a "misdeal." When ordered personally by Premier Joseph Laniel to account for his action, Juin snubbed the summons and was sacked for insubordination.

Every French political faction jumped into the act. Juin's dismissal was an excuse to insult the government, attack EDC or blame the U.S. for France's ills. The Communists, who had bitterly opposed Juin, now claimed him as a fellow opponent of EDC. Right-wing leader Charles de Gaulle called Juin the victim of a "moral swindle." Asked whether he would have tolerated Juin's insubordination if he were premier, De Gaulle screamed, "I was France—the government and the state." But the sorriest spectacle of all came when Laniel (below) and Defense Minister René Plevin (above) were jeered and jostled by a pro-Juin mob at the Arc de Triomphe. Still shaken by that, the government's leaders awaited the arrival of U.S. Secretary of State Dulles with an offer of help that, in view of the unpopularity of the Indochinese war among French voters, was positively embarrassing. He was asking France to back his "united action" plan against further Red aggression in Southeast Asia.



BESIEGED PREMIER, Joseph Laniel, squeezes through the hostile crowd at the Arc de Triomphe trying to reach his car. He finally left in a police car instead.



CENTER OF THE ROW, Marshal Alphonse-Pierre Juin takes a quiet, early morning walk at Annebault where he went from Paris last week to attend his

brother-in-law's funeral. Though the French cabinet in rebuking Juin stripped him of all his military duties, he retains the seven-star rank of marshal for life.



CHIEF TV CRITIC, Edward R. Murrow of CBS, ponders next move after McCarthy called him "the leader of a pack of k" of Communist sympathizers.

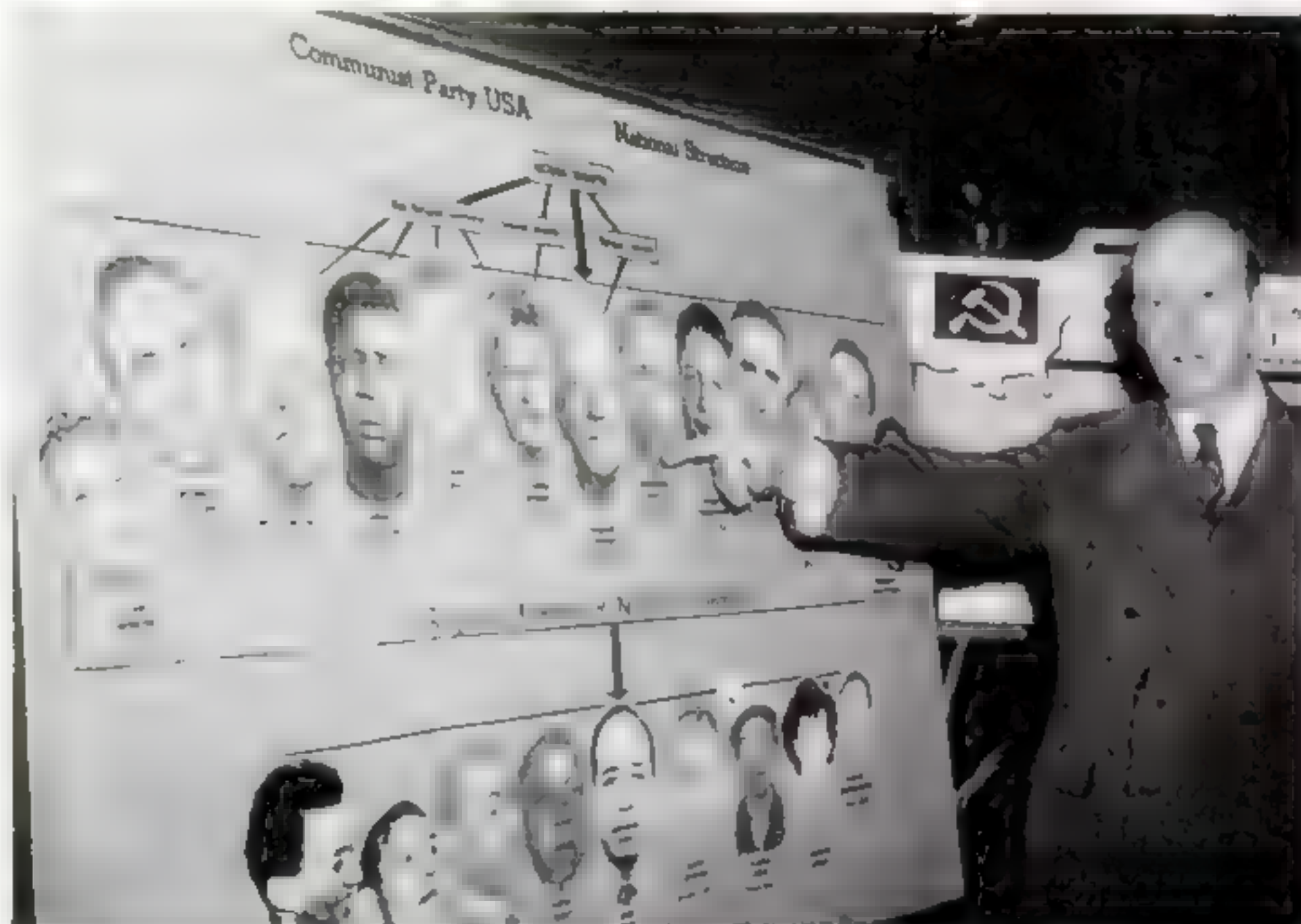


NEW COUNSEL to McCarthy's committee, Ray Jenkins of Knoxville, Tenn., looks on as Senator Mundt, the subcommittee's temporary chairman,

announces appointment. A few days ago, committee rejected McCarthy's first choice, Sen. James H. Eastland of Miss. Jenkins, who is a U.S. congressman from Tennessee, was appointed.

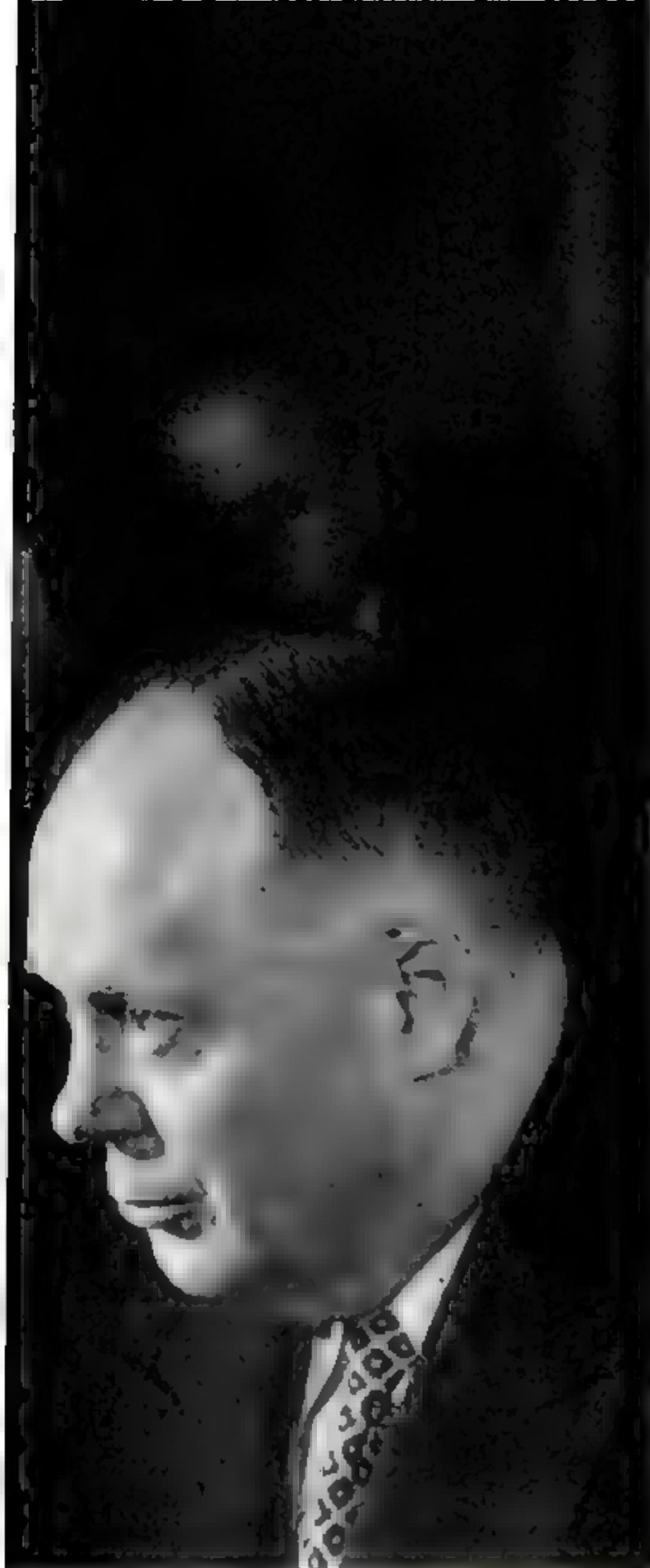


NEW CHURCH CRITIC, Bishop Sheil talks with Walter Runtz. "We have been treated like country boys taken in by a city slicker," he said in talk.



TAKING THE PLAY AWAY from McCarthy, at least temporarily, Attorney General Brownell in a TV and radio talk outlined U.S. accomplishments in

prosecuting Communists. He pointed to convicted or indicted leaders, described bills to outlaw Communist unions, take citizenship from Communists.



Republican. has handled more than 500 homicide cases in 31 years. "I have no record on mccarthyism," said Jenkins. Hearings are to start April 22.



RECALL LEADER, Editor Leroy Gore of *Sauk Prairie Star* has collected 185,000 of 103,000 signatures needed to start proceedings against McCarthy



McCarthy marches with police down Fifth Avenue on way to Holy Name Society breakfast

FROM CHEERS TO 'PHOOEY'

McCarthy finds some quiet in Arizona but stirs up noise elsewhere

Joe McCarthy was basking on Westbrook Pegler's ranch last week while a hot Arizona sun poured down on him and hotter arguments raged throughout the country. McCarthy had stirred up some of it by remote control in a truculent television talk which he had filmed beforehand. Replying on Edward R. Murrow's program to attacks by Murrow, McCarthy accused Murrow of doing Communists' work and, specifically, of being a member of the I.W.W. Murrow denied the general charges, said flatly the I.W.W. statement was a lie.

In Washington, after some confusion, McCarthy's subcommittee picked a new counsel for the McCarthy-Army hearings. At the moment there seemed to be many more people against McCarthy than for him. In Wisconsin a recall movement gained support. A Nevada

publisher was charged with printing statements tending to incite violence against McCarthy. New York policemen who belong to a Catholic society cheered Joe when their retiring chaplain described him as a man who "fought untruth with truth, treason with patriotism."

But from a Chicago Catholic came a different sound. In the first direct attack on McCarthy by a dignitary of his own church, Auxiliary Bishop Bernard J. Sheil called mccarthyism a "perversion of morality." Speaking before the United Auto Workers, the bishop said that "although the Church takes no position on such a public controversy, it does take a position on lies, calumny and calculated deceit. . . . This kind of ridiculous goings on is seriously described as anti-Communism. If you will pardon a very low-brow comment, I say 'Phooey!'"



VACATIONING SENATOR strolls with his wife Jean about the Pegler ranch near Tucson, Ariz. Mrs. McCarthy is still convalescing from a broken ankle

which she suffered in a recent automobile accident. Before going out to Arizona, the senator was laid up in New York with laryngitis and a virus infection.



ALL BUT LOST IN CROWD ON PIER, WIFE GLIMPSES HUSBAND AT RAIL OF THE SHIP

TEARS SALUTE

Barcelona mobs Blue Division

After absences of a decade and more, 286 Spaniards came home from Soviet prison camps and were greeted amid scenes of delirious emotion. Most of them were hard-bitten veterans of Franco's Blue Division, captured when fighting for Hitler on the Russian Front. There were also a few sailors, some supporters of the old Spanish republic, even four wizened little old-young men who were children when they were sent to Russia during the Spanish civil war. All, friends and foes of Communism alike, had been in slave labor camps for periods ranging from 10 to 16 years. There were probably 200 Spaniards still left in the camps.

From the Liberian ship *Semiramis*, carrying them from Odessa to Barcelona, the returning prisoners made radio-telephone calls to



SOME CLIMBERS, mostly eager relatives who squirmed through lines of guards, rushed the *Semiramis* and scrambled aboard the ship before gangplank was lowered to the dock.



HUSBAND, OVERCOME BY EMOTION, BURIES HEAD IN ARMS



WELCOMING GENERAL of the old Blue Division, General Agustín Muñoz Grandes, spreads arms wide in symbolical *abrazo* for all on ship.

SPANISH POWs

prisoners released by Russians

relatives, and these heartbreaking conversations were broadcast to the country. Spain's tears welled up. When the ship docked, a hysterical mob stormed aboard.

It was a truly Spanish scene, wild and emotional. Men fell into each other's arms and sobbed. Women fainted. A cameraman dropped dead of excitement. But it was just as truly Spanish in the irony that came out amid the emotion. "Communism?" mused a repatriated Socialist of the old Popular Front days. "Cabbage, hard work and everyone for himself." And a veteran of the Blue Division, peering into the sobbing face of Minister of War Agustín Muñoz Grandes who commanded the division in Russia, murmured wryly, "My general, you don't know how much we missed you."



THEY MEET (BELOW, RIGHT) IN TEARY REUNION

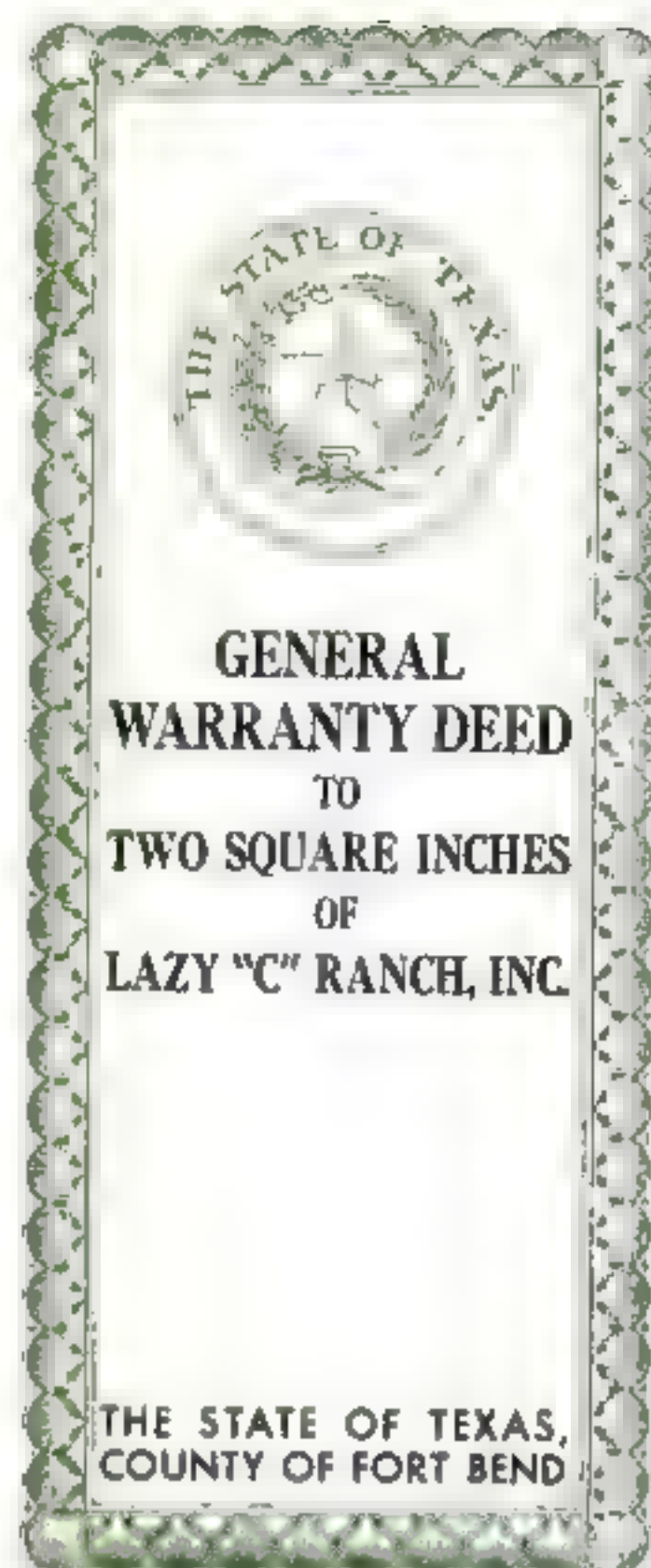


BAWLING GREETER clutches his brother (right), home after 11 years.



ANOTHER CLIMBER, in a hurry to board the ship, swung out on a mooring line. He carried a welcoming banner and worked his way hand over hand from shore while the crowd in small boats applauded.





SIX BITS BUYS A BIT OF TEXAS

Ranch is on sale in tiny pieces

If BenJack Cage's big land deal comes through, he will sell an acre of ordinary Texas grazing land for more than \$2 million dollars, and a horde of Americans will find themselves the owners of a genuine Texas ranch, attested to by a warranty deed (above).

The land up for sale is part of Cage's Lazy C Ranch, a 4,000-acre tract 23 miles south of Houston. Cage, an industrialist who raises registered Brahman cattle, decided recently to sell off some of his land. Subdividing it into small plots, he prepared deeds which will be sold over the counter for 75¢ each—mineral rights not included—in drugstores, hotels, transportation terminals and novelty shops. The ranches are only two square inches in size, which would make 3,136,320 ranches to the acre, but Cage thinks there are that many people who would like to own even this much of Texas.

LOOKING FOR THEIR RANCHES, purchasers with deeds in hand go over tract subdivided with

crossed strings. To find their plots they match numbers on deed and a master plan, then count squares.

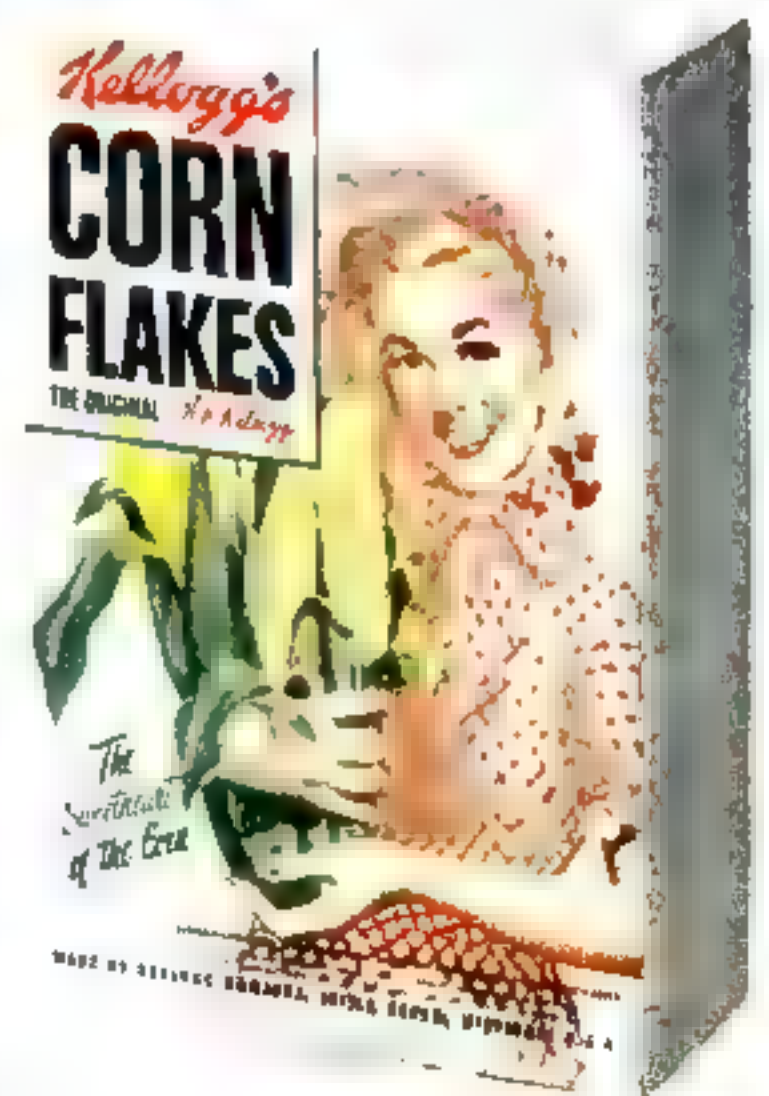
FRESH from Kellogg's of Battle Creek



Now that this picture has had its say, may we add a friendly word of warning? Is your family box of Kellogg's Corn Flakes getting empty? Better check now. Better check—because this morning more people ran out of Kellogg's Corn Flakes than of any other cereal. That happens regular as sunrise, because Kellogg's Corn Flakes taste best to more people. Always have, still do.

So whenever you buy any cereal of any kind—puffed, flaked, popped, crumbled or shredded—why not include also a package of Kellogg's Corn Flakes? You'll find that spare package is the best "tomorrow-morning-insurance" to save the day when somebody at your house wakes up hungry for a rustling good breakfast. Like tomorrow morning.

Kellogg's CORN FLAKES



It's NEW!

It's here!



100% CLIMATE-CONTROLLED
in all 48 states

TOP OCTANE *Sky Chief* SUPER-CHARGED with PETROX

**A REVOLUTIONARY NEW GASOLINE ADVANCEMENT
BY TEXACO not only delivers MAXIMUM POWER...
but actually CUTS ENGINE WEAR!**

GREATER speeds and increased stop-and-start driving brought about the need for a new kind of gasoline.

Texaco engineers worked on this problem for many months. They succeeded far beyond our early hopes. Through intensive research they developed a new petroleum-base element — PETROX — and with it have produced a *new kind* of gasoline.

Here are the astonishing facts, confirmed by more than a million miles of tests. The new top octane Sky Chief, Super-Charged with PETROX, gives you:

- 1. MAXIMUM POWER** yet actually cuts engine wear. How? By protecting valves, valve guides and valve seats, pistons and piston rings against wear, glazing and harmful deposits. For example, on test cars using new Sky Chief, ring wear alone was reduced up to 45%! Spark plug life and efficiency were prolonged over 300%. This kind of protection means maximum driving power is delivered to your wheels where it belongs — instead of out the exhaust pipe.
- 2. A CLEANER, SMOOTHER ENGINE.** Intake system deposits were cut down by as much as 38%. This kind of engine cleanliness, with Sky Chief's top octane, means knock-free performance. From your first tankful you'll notice a new smoothness, a new responsiveness when you

step on the gas; quicker starts, quicker warm-ups, faster get-aways, knock-free power to spare for highway and hill.

3. VISIBLE ECONOMY.... Engines die because they burn themselves out. This new top octane Sky Chief Gasoline, Super-Charged with PETROX, keeps your engine younger. That's why you get maximum power and that's how you cut down wear — and repair bills. That's why you get the extra mileage, real extra mileage that you can check on your speedometer.

All your driving becomes real *pleasure* driving when you *know* you have the extra power and extra protection of the new top octane Sky Chief, Super-Charged with PETROX. At your Texaco Dealer now.

When Texaco Sky Chief Gasoline was first introduced in 1938, it was immediately accepted as an outstanding petroleum product and described as the gasoline for those who want the best. Through the years it has maintained this reputation.

Keeping ahead of new developments in America's automobile engine design, Sky Chief Gasoline has been constantly improved. The pledge of The Texas Company has always been to make it the best... and keep it the best.

New top octane Sky Chief, Super-Charged with PETROX, is now, more than ever, the gasoline for those who want the best.

TOP OCTANE

Sky Chief

Super-Charged with PETROX

at **TEXACO DEALERS** in all 48 states

Texaco Products are also distributed in Canada and Latin America



THE
TEXAS
COMPANY



Make a change for the better!

- ★ Better flavor
- ★ Better quality
- ★ Better for your budget

Ask for **Paul Jones**

FRANKFORT DISTILLERS CORP., N. Y. C. BLENDED WHISKEY, 86 PROOF, 72½% GRAIN NEUTRAL SPIRITS



LAST OCTOBER SIXTH-GRADERS AT CLEVELAND HILL SCHOOL POSED HAPPILY FOR CLASS PICTURE. TEACHER THOMAS J. GRIFFIN WAS HOME ILL DAY OF FIRE

FROM HAPPY CLASS PICTURE TO A TRAGIC FIRE



FAULTY FURNACE, possible cause of fire, rusted holes which may have let coal gas escape.

Flames in Buffalo schoolhouse trap pupils at a music lesson

In the sixth-grade music class at Cleveland Hill School in the Buffalo, N.Y. suburb of Cheektowaga, one teacher had just sat down at the piano and another was handing out batons for a rhythm drill. All but one of 30 pupils, who last fall posed happily for the class picture above, were present. They were taking the lesson in the school's one-story wooden annex, a building in which several times before pupils had noticed a peculiar odor. But no one had ever found out what caused the smell, which may have been coal gas.

Suddenly the annex filled with smoke and flames. Some pupils and a visiting cap and gown salesman rushed to windows and began to smash the panes. Two teachers helped push many children out to safety and then, with clothes afire, tumbled out themselves. But other panic-stricken children piled on top of one another near the windows as flames within seconds filled the classroom from floor to ceiling.



FIREMEN COULD NOT SAVE THE ANNEX BUT KEPT THE FLAMES FROM SPREADING →



(unretouched photo)



1. BEFORE.
Skin dried out from
**SOAPS AND
DETERGENTS!**



(unretouched photo)



3. AFTER.
Softer, smoother skin
**IN ONLY
9 DAYS!**

The best protection is prevention. And: The first manicure you save can pay for your gloves.

\$139

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**PLAYTEX®
LIVING GLOVES**

FABRIC-LINED LATEX

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SCORCHED PAGE of music book lies in rubble on snowy ground outside.



WHITE COFFIN of 10-year-old Marlene Miller is carried away from altar of church past a group of her schoolmates who attended the funeral service.



AID FOR INJURED, suffering from severe burns, is offered by townspeople, who wait at a Red Cross center to

offer blood for transfusions. Nearly a thousand pints of blood were given, including some by doctors and nurses.



ANXIOUS PARENTS at home look in on their injured son, Richard Hoff.



CONVALESCENT CHILDREN Dennis Cervi, talking with Dr. James Stephens, and Michael Cody recover in hospital with help of pile of comic books.

CONTINUED ON PAGE 44

Here's why the Remington 60 DeLuxe will give you the smoothest most comfortable shave



PROOF that the amazing Remington 60 DeLuxe Electric Shaver is the finest shaving instrument ever developed! Before millions on TV, it quickly and easily whisks away even this tough, wiry 14-day growth.

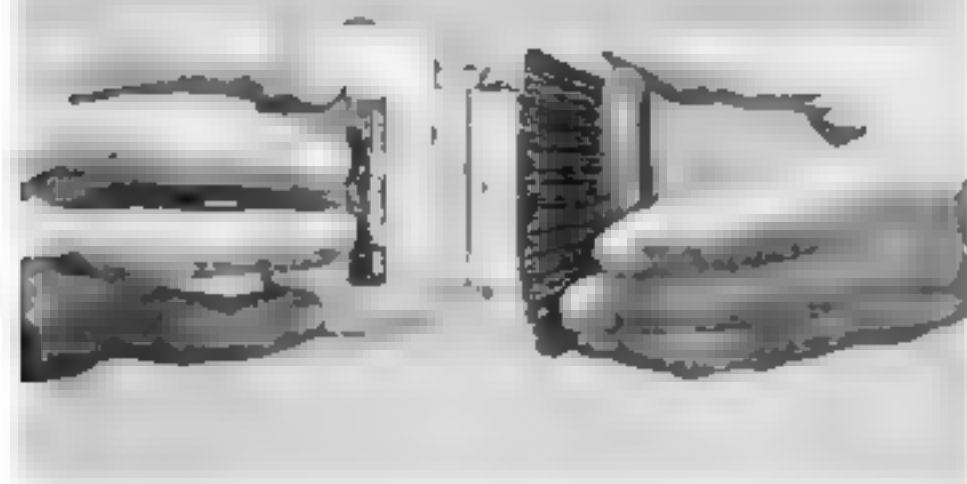
HALF SHAVED in half a minute—absolute proof that there are no so-called “hard-to-shave” spots when using a Remington. Men who use razor blades use much more time lathering up!

THE PERFECT SHAVE—where the eyes see no whiskers—where the finger tips feel no whiskers. A close shave without nicks and cuts or the mess and fuss of old fashioned methods.

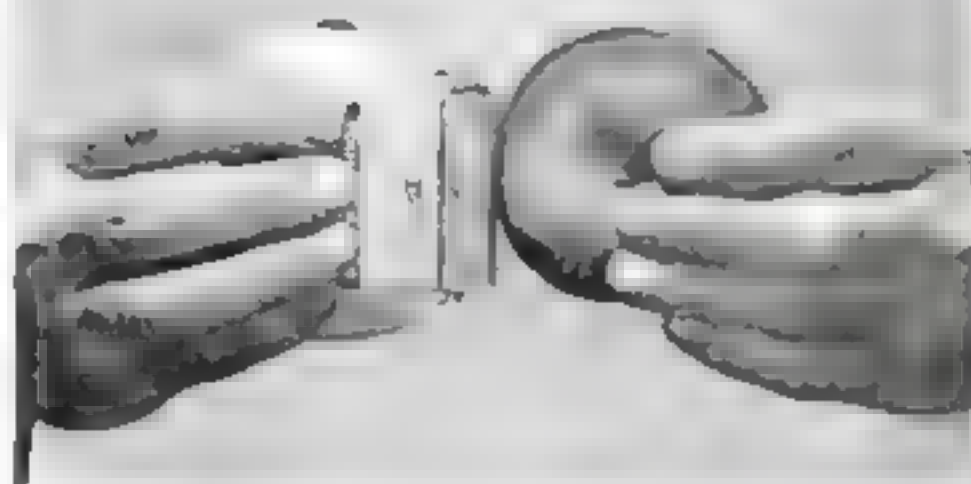
More Proof!

You can be sure the shaver that mows down the bristles of a brush, and shaves the fuzz off a peach without nicking the skin, will give you a peach of a shave.

—It shaves off bristles tougher than any whiskers



It shaves the fuzz off a peach without irritation



For the shave you've always wanted —Reach for the Remington! If you've seen the Remington 60 DeLuxe perform on television, you know how it shaves the fuzz off a peach without cutting the skin . . . how it shaves even the thick, tough bristles of a hairbrush. That's why, no matter how tough your beard

or how tender your face, you'll get a smoother, faster, more comfortable shave with a Remington 60 DeLuxe. Try the Remington 60 DeLuxe today. You'll agree that no other shaver ever developed can match its performance. At all fine stores or at any of our 116 Nationwide Shaver Headquarters.



**14 Day
FREE TRIAL**

If you aren't completely satisfied, your money will be refunded.

**\$750
TRADE-IN**

Your old electric shaver is worth up to \$7.50, regardless of age or make.

See “WHAT'S MY LINE”, CBS-TV, Sunday evenings, presented by the Electric Shaver Division, **Remington Rand** Bridgeport, Conn.



Now...easier
than ever
to operate

RCA's Climate Tuner with PUSH-BUTTON CONTROLS

another big feature in the new 1954

RCA Air Conditioner

Only RCA gives you all these advantages
—for better air conditioning!

PUSH-BUTTON CONTROLS: Push a button in the Climate Tuner for the weather you want.

THERMOSTAT CONTROL: Provides automatic temperature control.

DIRECTIONAL GRILLES: For widest, fullest flow of air. Control direction of air flow, easily, quickly.

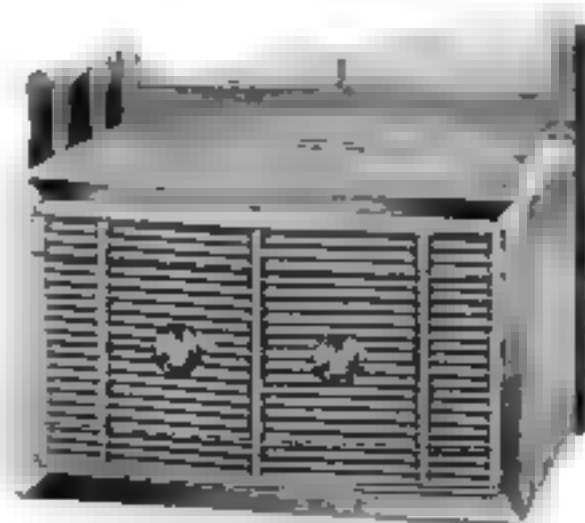
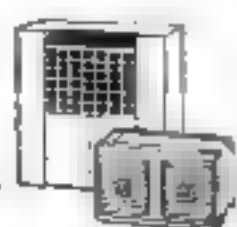
NEW PERMANENT FILTERS: Aluminum filters, easily cleaned, no more annoying replacements.

HEART-OF-COLD COMPRESSOR: Top cooling capacity. Hermetically sealed, trouble-free.

HUSH-A-BYE FANS: Whisper-quiet squirrel cage type evaporator fans can scarcely be heard.

RCA FACTORY SERVICE: Optional contract offers installation and service by RCA's own technicians.

TUNE IN Dennis Day Show every week
NBC-TV. Hear Phil Harris and Alice Faye
Friday nights, NBC Radio.



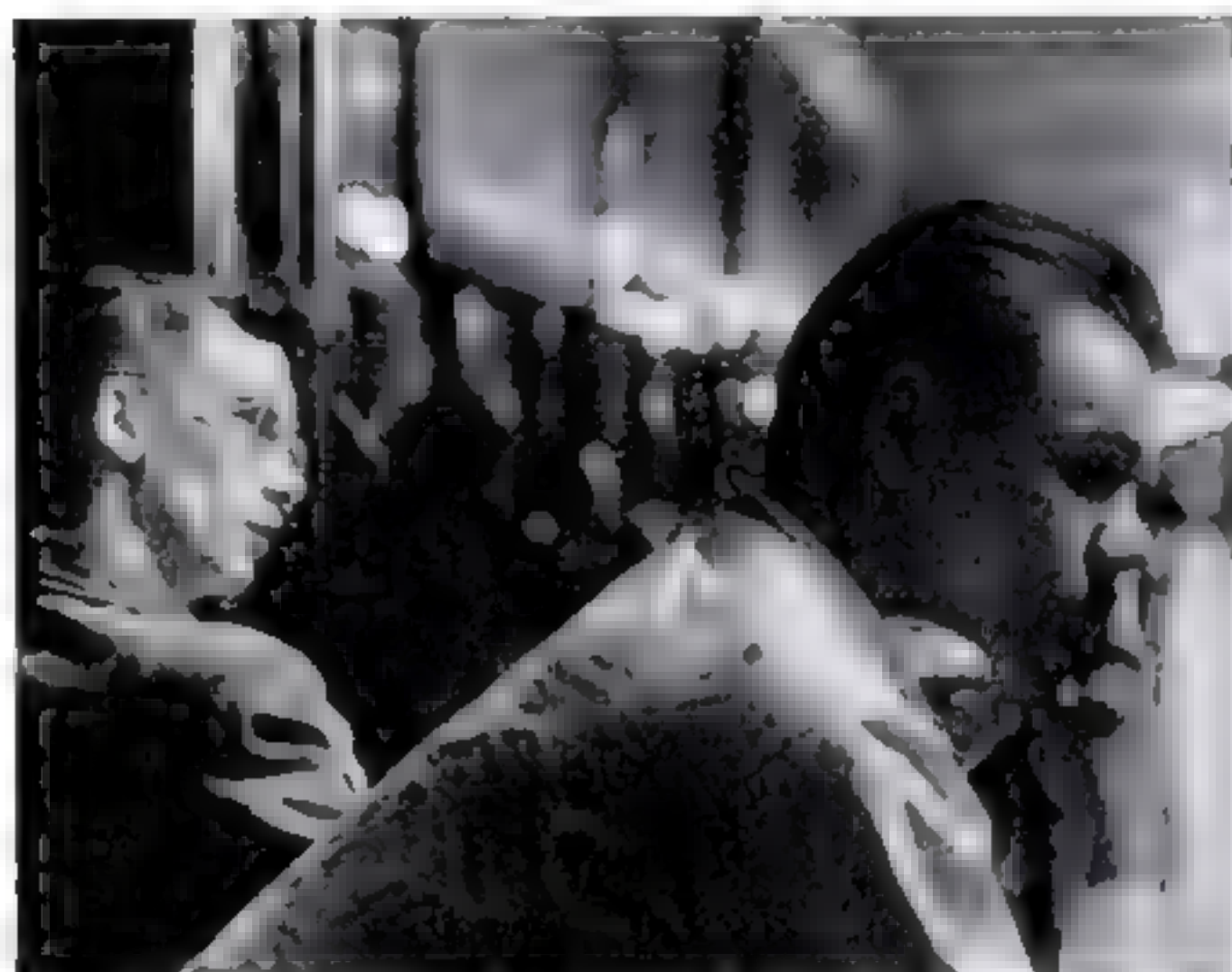
Models priced as low as \$229.50. (Suggested list price—slightly higher in West.) Models available with combination heating and cooling. Panel lights for easy night visibility and thermostats for automatic temperature control also available on some units.

You'll feel better with an RCA Air Conditioner

RADIO CORPORATION OF AMERICA



School Fire CONTINUED



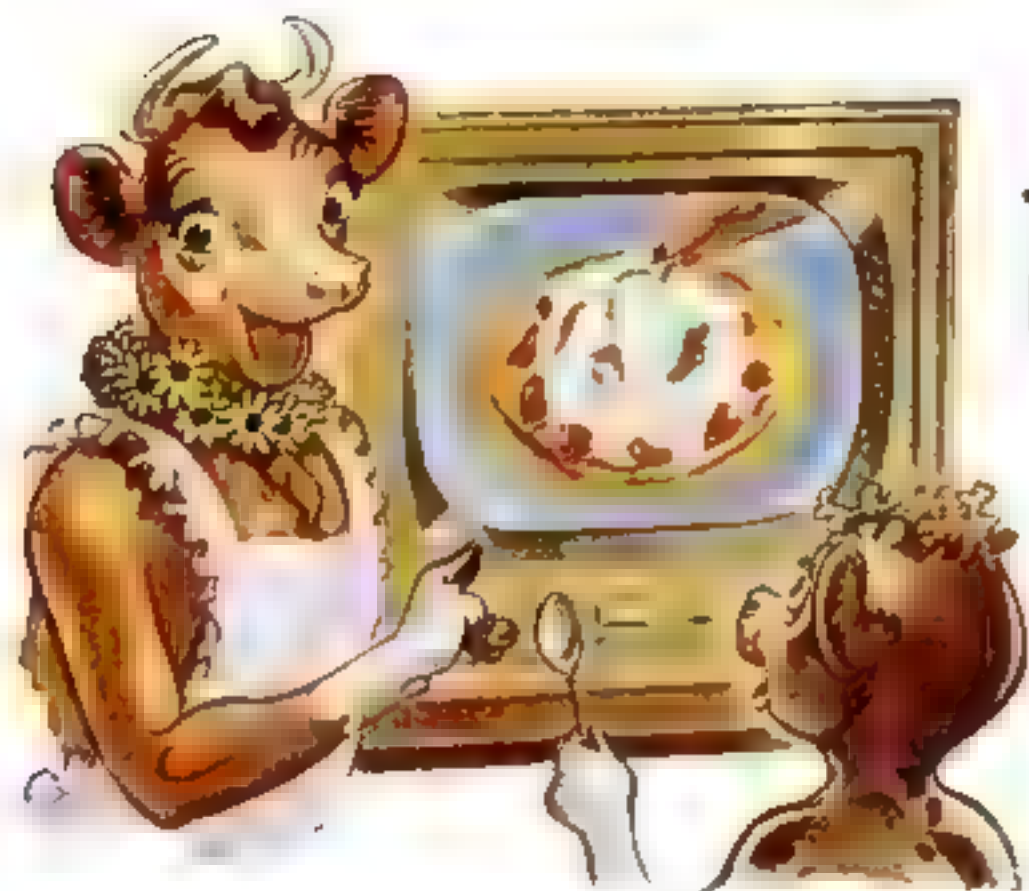
HOSPITAL VIGIL is kept by Mr. and Mrs. Elmer Frank, whose son Jackson, 10, was badly burned but might live. They waited there for days, seldom slept.



GRIEVING FATHER, Joseph O. DuPont, is comforted by friends who help him away from grave of 11-year-old daughter Marlene after the burial service.



THOSE WHO DIED are marked by numbers on their class picture. They were: 1 George Hoffman, 11, 2 Verna Bagley, 11, 3 Elizabeth Lies, 11, 4 Suzanne Jora, 12, 5 Donald Kelleher, 11, 6 Reba Smith, 11, 7 Patricia Steger, 11, 8 John Mendofik, 10, 9 Blaine Poss, 10, 10 Bruce Brand, 11, 11 Patricia Blendowski, 11, 12 Barbara Watkins, 11, 13 Marlene Miller, 10, 14 Michael Hause, 11, and 15 Marlene DuPont, 11. Three of the remaining pupils suffered critical burns, and most of the others, including the two teachers, were hospitalized. A few children escaped with minor burns, cuts and bruises.



The way color will "brighten up" television— Borden's Cream "brightens up" your meals!

There's no such thing as a humdrum meal—
when Borden's Cream is on the table.

Your morning cereal takes on new "color,"
drenched with this luscious golden cream. Your
coffee is so much *richer*, more satisfying.

You can even make an ordinary dish of vege-
tables a *special* treat. Just by spooning on Borden's
Sour Cream!

Add excitement to meals by whipping up
Borden's Heavy Cream. It whips like a dream,
never slumps or runs foamy. Gives the crowning
touch to your shortcakes, puddings, gelatin des-
serts, fruits and pies.

Join all the other happy folks who are already
enjoying all the different kinds of wholesome,
nourishing Borden's Cream you see on this page.



BORDEN'S HEAVY CREAM —glamorous star of creams!

Treat your family to Old-Fashioned Strawberry Shortcake
topped with golden-rich Borden's Heavy Cream! Tonight!



BORDEN'S LIGHT CREAM

—plays so many exciting
roles!

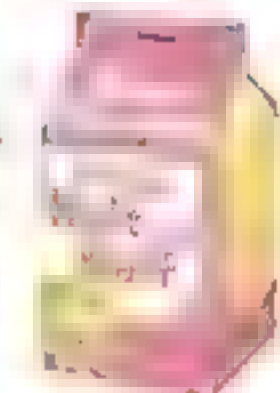
A natural for your coffee...
wonderful with cereal!



BORDEN'S HALF-AND-HALF

—a hit at every meal!

Thrifty way to add a luxury
touch—pour on generously.



BORDEN'S SOUR CREAM

—versatile!

Specially soured! Refreshing
alone—and grand for salads,
gravies, sauces!



All aboard! All a-Borden's!

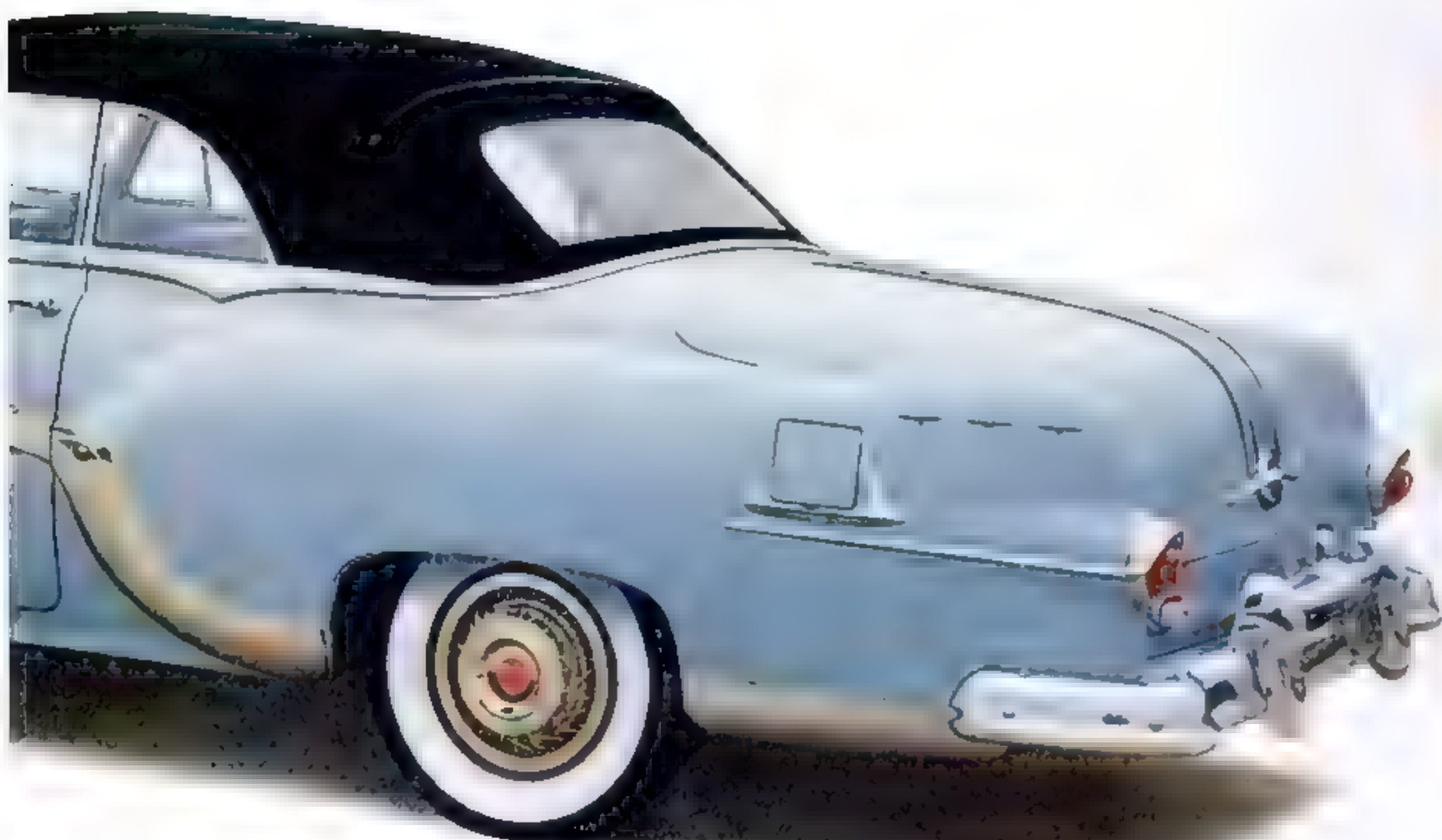
Get all kinds of Borden's Cream on Elsie's Good Food Line!*

*Borden foods must be good—folks buy more food
packages carrying the Borden brand name than any
other in the world.



© The Borden Co.

any way



look at it-



you



"Be careful . . . drive safely"

LONG, low-slung bodies, smoothly rounded contours, thrilling expanses of wider-vision glass like the revolutionary new panoramic windshield!

Any way you look at them — General Motors 1954 cars are in a class by themselves in styling beauty.

And in engineering leadership, too. For beneath this car-of-tomorrow beauty are equally important advancements

in high-compression engines — including, of course, the famous group of GM V8's—more efficient, more powerful than ever. Teamed with even smoother GM transmissions, including improved Powerglide, Twin-Turbine Dynaflo and Hydra-Matic.

Yes — any way you look at it — in 1954 more than ever before — your key to greater value is the key to a General Motors car.

GENERAL MOTORS

leads the way

CHEVROLET • PONTIAC • OLDSMOBILE • BUICK • CADILLAC • *All with Body by Fisher* • GMC TRUCK & COACH

Hollywood's favorite
Lustre-Creme
Shampoo...



Cream or Lotion

Yes, Jane Powell uses Lustre-Creme Shampoo. It's the favorite beauty shampoo of 4 out of 5 top Hollywood movie stars!

It never dries your hair! Lustre-Creme Shampoo is blessed with lanolin . . . foams into instant, rich lather, even in hardest water . . . leaves hair wonderfully easy to manage.

It beautifies! For star-bright, satin-soft, fragrantly clean hair—without special after-rinses—choose the shampoo of America's most glamorous women. Use the favorite of Hollywood movie stars—Lustre-Creme Shampoo.

Never Dries— it Beautifies!



Jane Powell

co-starring in

SEVEN BRIDES FOR SEVEN BROTHERS

An M-G-M Production. In CinemaScope

In Color

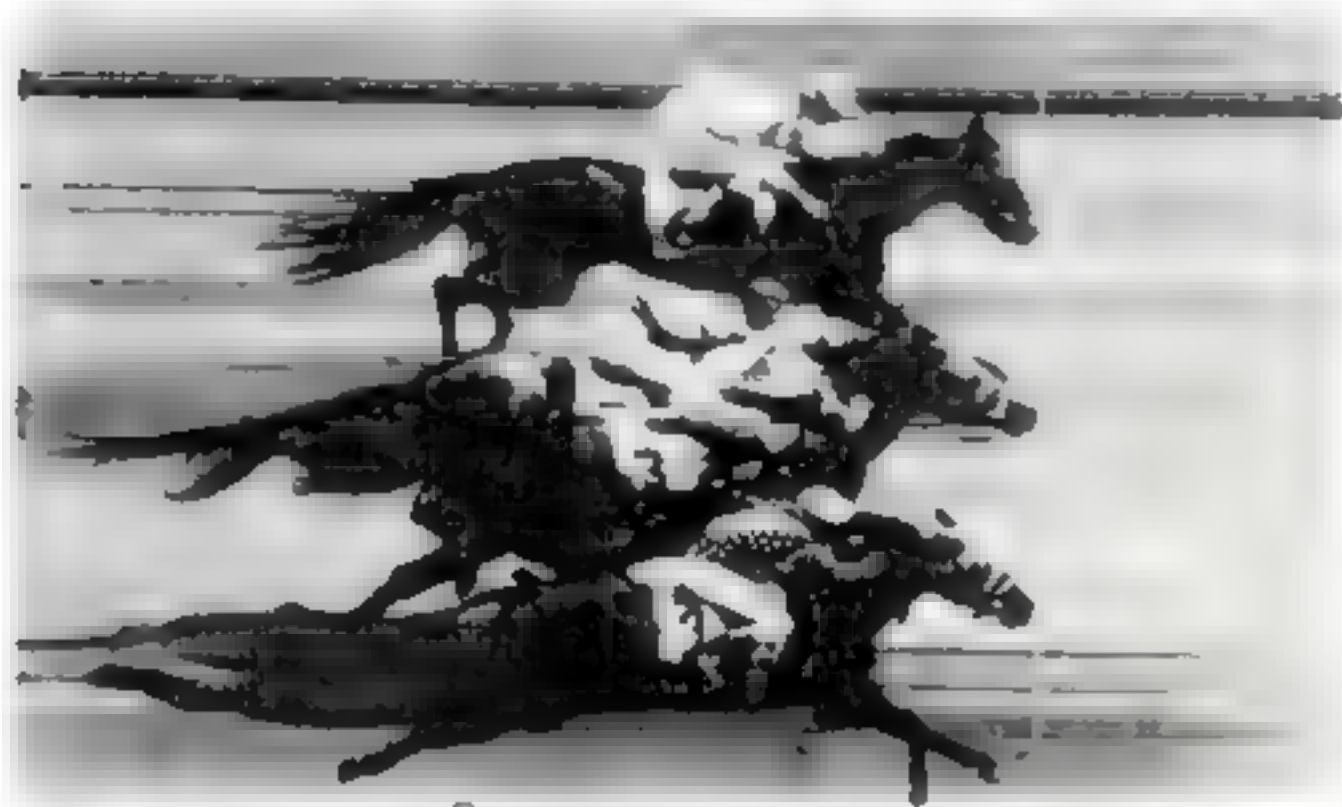
LIFE ON THE NEWSFRONTS OF THE WORLD

A new crash grounds British Comets again, giveaway shows get O.K. and an octopus errs

A British Comet jet airliner crashed in the Mediterranean sea, killing all 21 people aboard. All Comets, which had been reinstated to service only on March 23 after being grounded because of a crash in January ("Did the Jet Age Come Too Soon?" LIFE, Jan. 25), were now grounded again. At least one expert blamed the latest crash on a mysterious "death ceiling," which seems to give the Comets trouble when they reach an altitude of about six miles. Some Britons thought the Comets would never be put in use again.

More Middle East killings

Eight new shooting incidents along the borders of Israel were reported, this time between Egyptian and Israeli soldiers. Both sides charged the other with aggression, but in the only two cases where the Israeli-Egyptian Mixed Armistice Commission affixed blame, infiltrating "military or para-military armed Israelis" were censured for two attacks in which three Egyptian soldiers were killed. Meanwhile, at U.N. headquarters in New York, the U.S., Britain and France lined up with Israel in favor of discussing the entire Arab-Israeli problem and against the Arab demand that the Security Council first consider the Israeli raid at the Jordanian village of Nahalin. Said the French delegate, arguing for the broader agenda, "A doctor does not attack the symptoms, he attacks the disease." Lebanon instructed Dr. Charles Malik to walk out of the Security Council if the Nahalin massacre question was not discussed first.



THREE HORSES SPOIL HISTORIC PHOTO BY NOSING OUT A FOURTH

On four occasions since the photo finish camera became the supreme arbiter of horse race finishes in 1936, the pictures have confirmed three-horse dead heats. Last week in the first race at the Laurel, Md. track the camera almost produced its first portrait of a four-way tie. Happy Bull, Noble Idea and Weird Music managed to push their noses across the final line at the precise same moment to tie for third place. A fourth horse, Milldale, was inches behind (above) and so the nearly historic photograph became instead merely a dramatic picture of the fifth triple dead heat in 18 years.

Time for recession remedies?

David McDonald, president of the C.I.O. steelworkers union, called on President Eisenhower to complain about the effects of the current business slump on the members of his union and to plead for governmental countermeasures. Afterward word seeped out from the White House that he had partly convinced the President and that some sort of antirecession action—probably liberalized credit policies and a public works program—would soon be announced, even though recent statistics have indicated the decline was starting to slacken.

CONTINUED ON NEXT PAGE



SAMPLE the fine fishing of Canada's lake-lands... paddle and camp and sail in quiet next-to-nature spaces.



See and capture on film the wild-life, the loveliness of great National Parks where you can relax in the real outdoors.

This year: **Canada!**
VACATIONS UNLIMITED



CRUISES THROUGH CANADA'S VAST INLAND WATERWAYS COMBINE DAY TIMES WITH GRAND SCENERY

A memorable vacation on a minimum budget of dollars and days—yours in close and friendly Canada. No passports, no elaborate preparations needed—just cross the border and take your playland pick of intriguing "foreign" cities, uncrowded outdoor splendour, fun-famous resorts... all delightfully new—and near—in Canada. See your travel or transportation agent soon; send the coupon now.



01-1-01-24-05
CANADIAN GOVERNMENT TRAVEL BUREAU, OTTAWA, CANADA

Please send your 48-page, full-colour book on vacation attractions in all parts of Canada ☐
Tell me where 16 mm sound films on Canadian travel subjects are available in the U.S.A. ☐
Check ☒ as required

Name

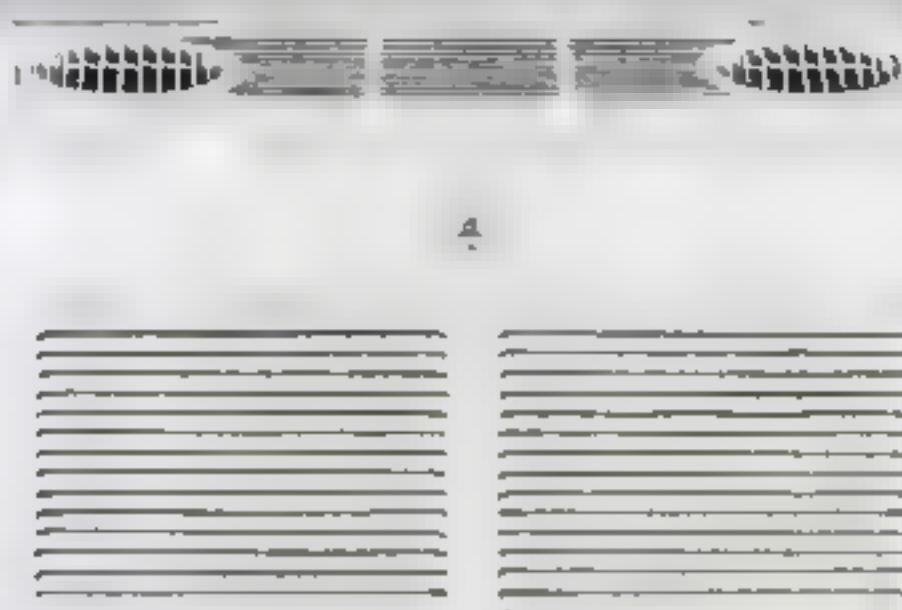
PLEASE PRINT

Address

Town State

Enjoy draft-free air conditioning...and

SAVE \$90



Gibson powerful $\frac{3}{4}$ h. p.
room air conditioner **\$289⁹⁵***

Engineered for efficiency, yet smartly styled, this beautiful new Gibson $\frac{3}{4}$ H.P. Air Conditioner gives draft-free cooling up to 500 sq. ft.

Only Gibson has a full 1-inch thick filter to completely remove dirt, dust, pollen and other irritants from the air, a boon for hay fever and other allergy sufferers! And Gibson dehumidifies—wings 2 pints of moisture per hour from the air to make it crisp and fresh. Gibson's exclusive galvanized exterior won't rust, lets you leave the air conditioner in the window all year round.

See it now at your Gibson retailer—his name's in your classified phone

book. Thanks to improvements in production methods, it's yours now at a \$90 saving!

***Same capacity last year
sold for \$379⁹⁵**

NOW ONLY \$289⁹⁵

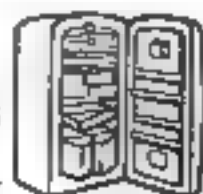
Low down payment! Easy terms!

See Your Gibson Retailer

Gibson

REFRIGERATOR COMPANY • GREENVILLE, MICHIGAN

manufacturers of refrigerators



food freezers



electric ranges



© 1954 GIBSON REFRIGERATOR COMPANY

NEWSFRONTS CONTINUED

The Supreme Court ruled that TV and radio giveaway shows are not lotteries and do not violate federal law. The Federal Communications Commission had argued that the shows constituted gambling because prizewinners must invest their time in watching the shows in order to be eligible for awards. The court implied it did not consider this much of an investment.

A bulldozer whips an eight-armed foe

An eight-foot, eight-armed octopus, which had anchored itself offshore near Jenner, Calif., captured a man who was groping in the chest-deep water for abalone mollusks. But the unlucky octopus had picked on the wrong victim. He was "Big Jim" Antone (right), a 265-pound, full-blooded Indian bulldozer operator, wise in the ways of octopi. Instead of trying to escape the creature's multiple hold, Big Jim waded ashore with it and started pounding its big, balloonlike head against a rock. After 10 minutes of this treatment, the octopus went limp, released its steely grip and died. Big Jim, who later recalled, "I never saw so many arms in my life," tossed it onto the sand and waded back to finish his abalone hunting.



THE WINNER

The faculty of Duke University revealed that they had voted against giving an honorary degree to one of their most famous alumni—Vice President Nixon, School of Law, 1937. He in turn informed them that unexpected pressure of business will not permit him to deliver the commencement address in June as he had previously planned.

Professor Lysenko's waning star

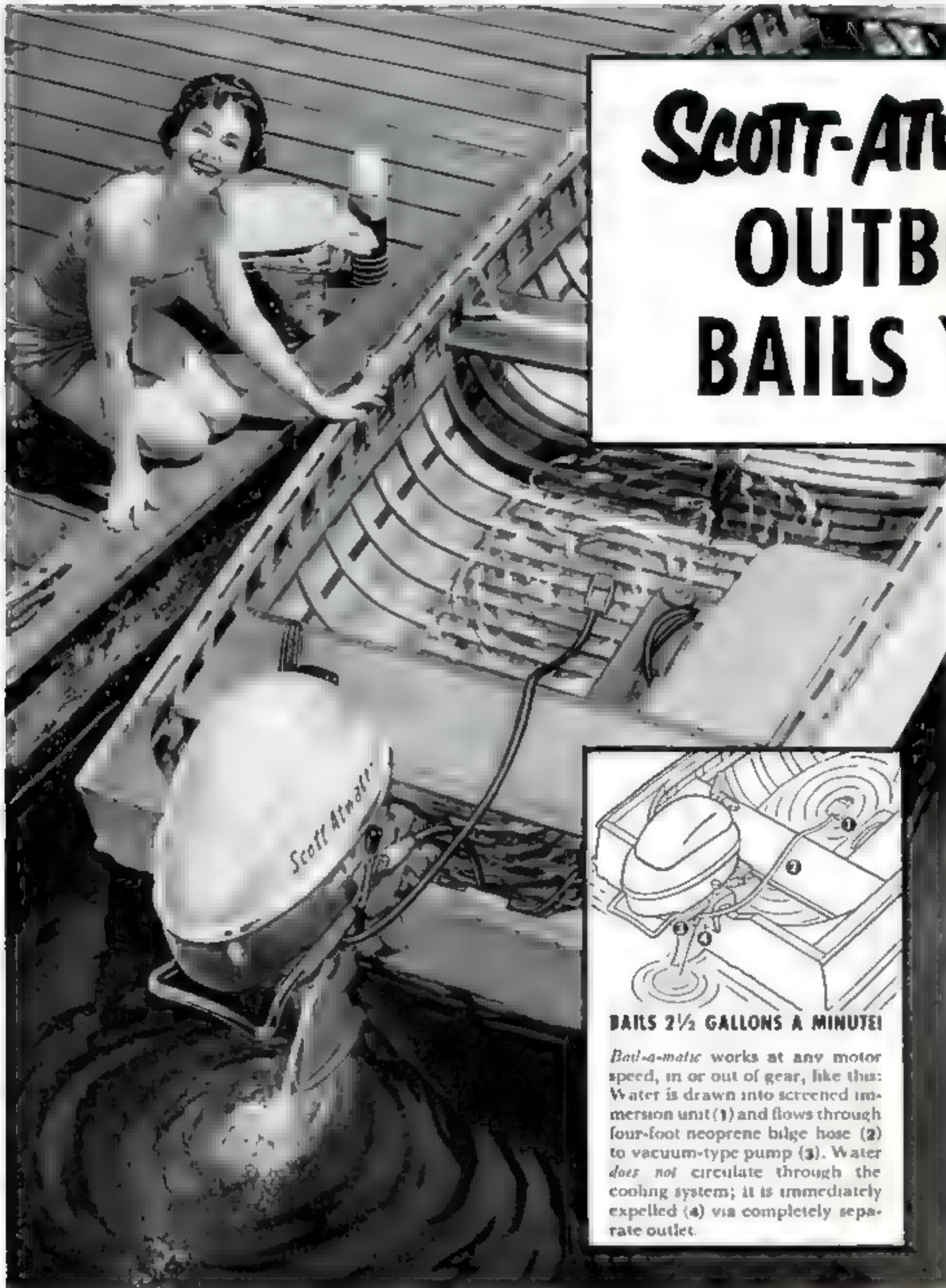
The day of glory for Professor Trofim D. Lysenko, darling of Soviet science, seemed to be passing. Western scientists had been shocked by his dictum that traits acquired by environment could be inherited—a theory which contradicted previous experimental knowledge and was soon laughed off by most biologists. But Lysenko's findings were adopted as official Communist dogma. Last month Lysenko was reprimanded for trying to push an incompetent protégé into a doctor's degree. Last week the magazine *Kommunist*, highest ideological party publication, attacked Lysenko's theories themselves. The theories, said *Kommunist*, must be re-examined in a "free struggle of opinion." Then the magazine went on to defend a recent Lysenko critic whose reputation had been quickly torn to shreds by the party faithful.

In Houston four state narcotics agents who had been living "underground" for 11 weeks joined forces with 33 city cops in the biggest dope raid in Texas history. The raid netted 49 suspected addicts and dope pushers and "broke the back" of drug traffic in the city. The agents had grown *pachuco*, or duck-tail haircuts, worn "character" clothes, given up washing and equipped themselves with imitation dope-injection kits. "We lived just one step better than the addicts; we don't have the habit," explained one tired-out agent.



UNDERCOVER MEN (LEFT) AND ACCUSED LINE UP AFTER RAID

CONTINUED ON PAGE 52

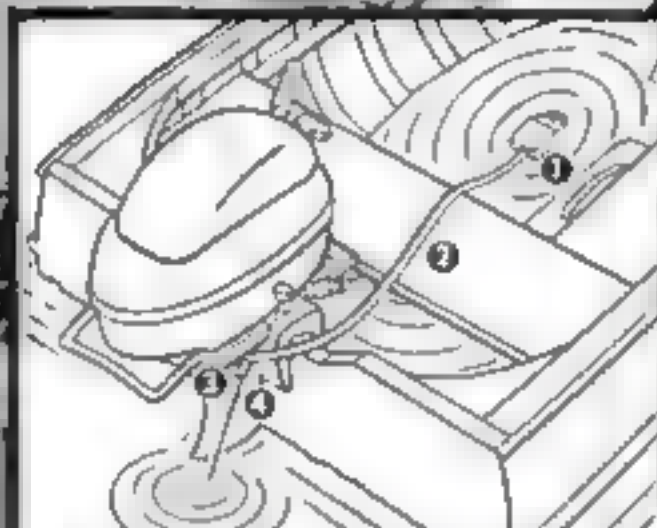


SCOTT-ATWATER announces the OUTBOARD THAT BAILS YOUR BOAT!

HERE FOR THE FIRST TIME is an outboard motor that pumps your boat dry, keeps it dry... automatically! No more tedious dipping, sponging, dumping, pumping.

It's made possible by *Bail-a-matic*, a built-in feature of four exciting new Scott-Atwater models 5, 7½, 10, 16 HP. And this latest of a long list of Scott-Atwater achievements is yours at not one cent of extra cost.

You'll like the other features of the 1954 Scott-Atwater, too; the new slimmer *Aquablade* Lower Unit that cuts through the water far more easily, gives you better performance and extra gasoline mileage; *Pillowed Power*, the oversize motor cushioning that produces an amazingly quiet, smooth ride; the separate *Stowaway* Gas Tank that lets you cruise all day on a single fill, Complete Shift (reverse, neutral, forward); Twist-Grip Speed Control, Remote Control Connections, and many others.



BAILS 2½ GALLONS A MINUTE!

Bail-a-matic works at any motor speed, in or out of gear, like this: Water is drawn into screened immersion unit (1) and flows through four-foot neoprene bilge hose (2) to vacuum-type pump (3). Water does not circulate through the cooling system; it is immediately expelled (4) via completely separate outlet.

Bail-a-matic

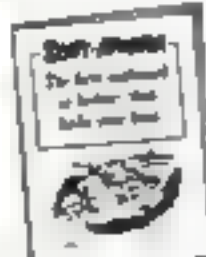
at no extra cost on 4 models

5HP \$209^{50*} 7½HP \$229^{50*}

10HP \$289^{50*} 16HP \$339^{50*}

See the rugged 3.6 HP single, too. A great value at \$109.50*

*FOB factory, prices subject to change without notice.



FREE! Colorful 16-page booklet tells the whole story of the sensational Scott-Atwater for 1954. Write for your complimentary copy to Scott-Atwater Mfg. Co., Inc., Minneapolis 13, Minn., Dept. L-44.

SEE BAIL-A-MATIC IN ACTION at your nearest Scott-Atwater dealer's. Look for his name in the phone book classified section; he'll be glad to demonstrate all the features of this completely modern motor for you.



ALSO AVAILABLE
IN CANADA



THE MOTOR FOR FAMILY FUN! Scott-Atwater is famed for fast starts, clean and odorless operation, simplified controls that make it easier to handle by any outboarder in the family. Join the swing to family relaxation on the water with the brilliantly engineered, completely dependable Scott-Atwater! Easy payment plan is available at most dealers'.

SCOTT-ATWATER...first outboard in history that BAILS YOUR BOAT!

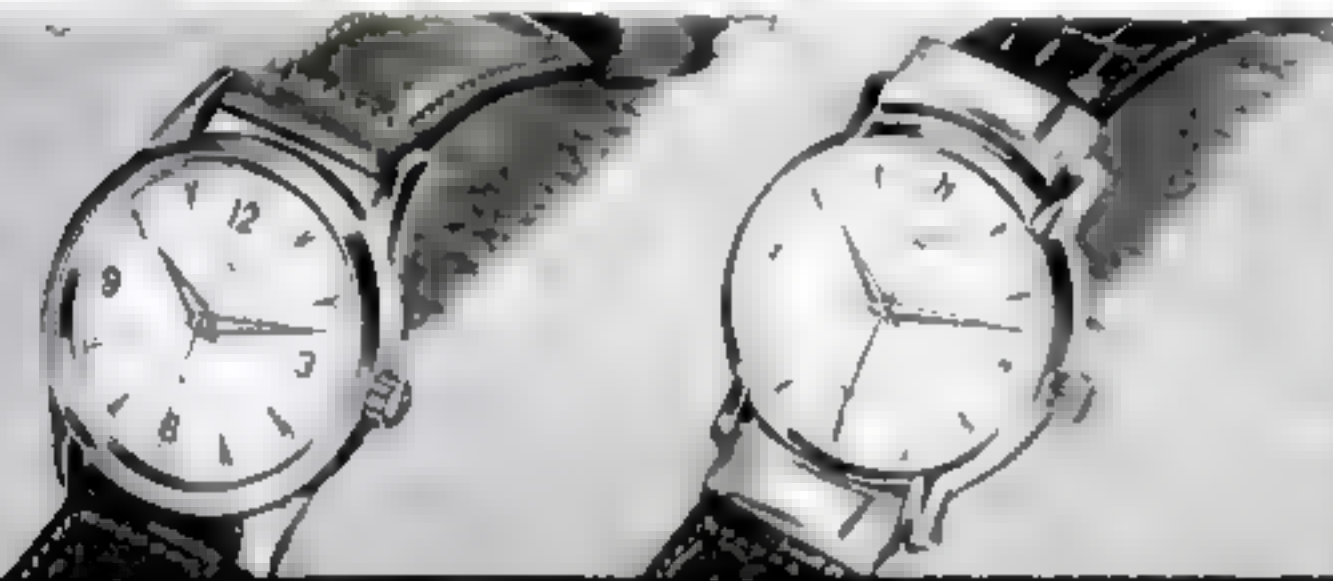
Look what's new in self-winding watches

The handsomest watches ever to wind themselves are these newest Hamiltons. And each is shock-resistant, anti-magnetic, water-resistant . . . and has a *guaranteed* unbreakable main-spring. Most important of all, these self-winding watches proudly bear the time-honored name of Hamilton. You *know* they're dependable and accurate.

It means
so much more
to give—or get—a

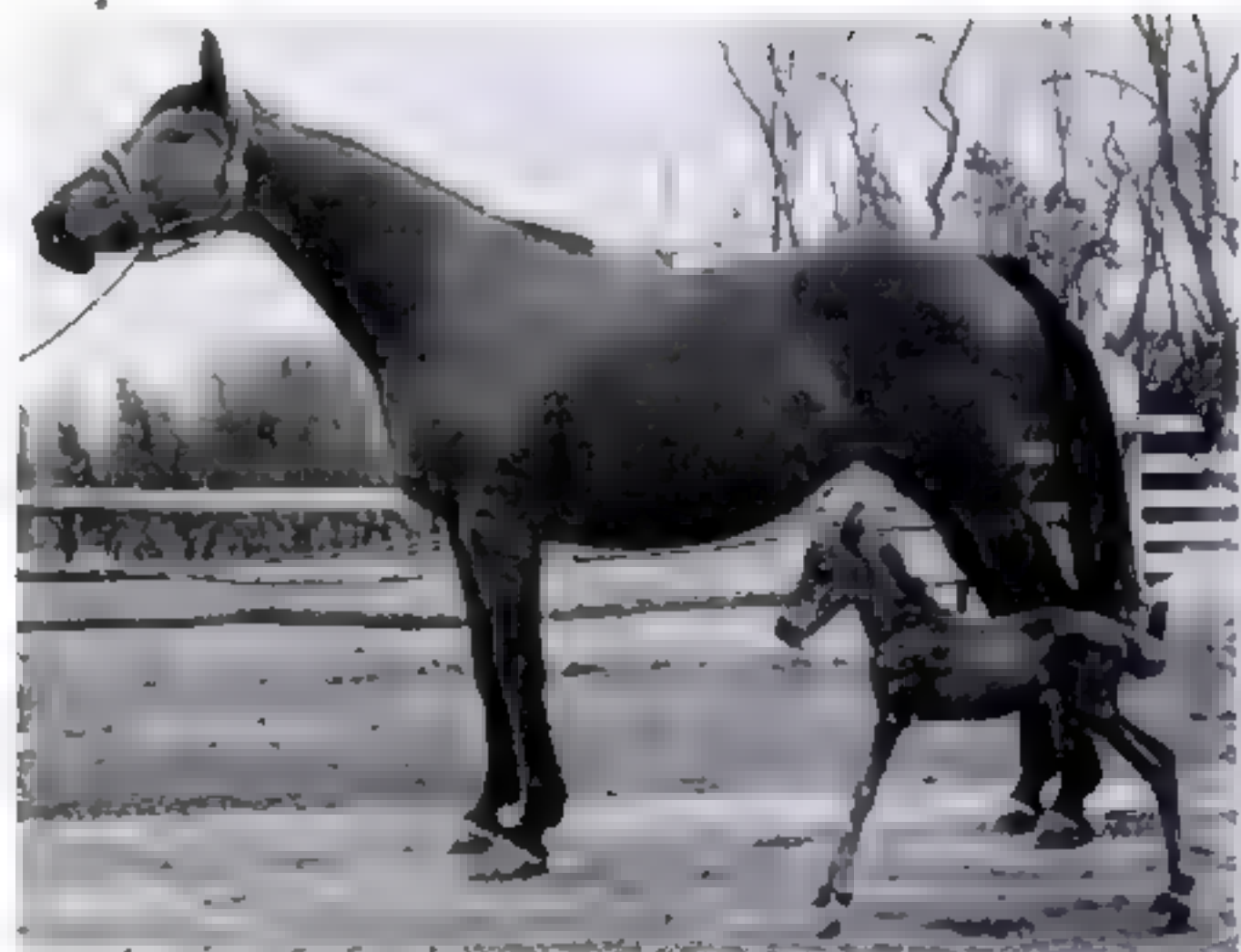
Hamilton

Left: K-500—\$71.50. Right: K-300—\$47.00. Prices include Federal tax.
The Hamilton Watch Co., Lancaster, Pa.



FREE: Color folder of 1954 watch styles. Send name and address to Dept. L-5, Hamilton Watch Company, Lancaster, Pa.
*Provided original seal is restored if opened for servicing.

NEWSFRONTS CONTINUED



BIG BERTHA MIMICS POSE OF RACING MARE MOTHER

Miniature horse fools the experts

When a thoroughbred filly colt named Big Bertha was born on Woodland Farm near Red Bank, N.J. last month, nobody thought she had a chance to live. One of twins, which have had survival statistics among horses, Big Bertha weighed only 13 pounds (normal weight: 60 pounds) and was about a foot and a half tall. Her larger twin soon died. But Big Bertha, fed on a bottle, was full of energy and refused to die. Last week the colt was 24 pounds heavy and finally tall enough to reach her mother for nursing. It was obvious that Big Bertha was out of danger and would grow into a midget curiosity of the horse world.

Víctor Raúl de la Torre, Peruvian political fugitive who had avoided arrest by staying inside the Colombian embassy at Lima for five years, was finally allowed to leave the country. He immediately flew to Mexico.

More trouble for Jimmy

James Roosevelt, who is simultaneously being sued for divorce (LIFE, Feb. 15) and running for the Democratic nomination for a California seat in Congress, was refused the official support of the Democratic party by National Chairman Stephen A. Mitchell. "A congressional election is not the proper forum to render a verdict on private litigation relating to a man's domestic affairs," Mitchell said, adding that Roosevelt should pull out of the race. Mitchell also denied party support to Democratic Congressman Robert L. Condon of California, who has been labeled a security risk by the Atomic Energy Commission. Roosevelt and Condon said they would run anyway.

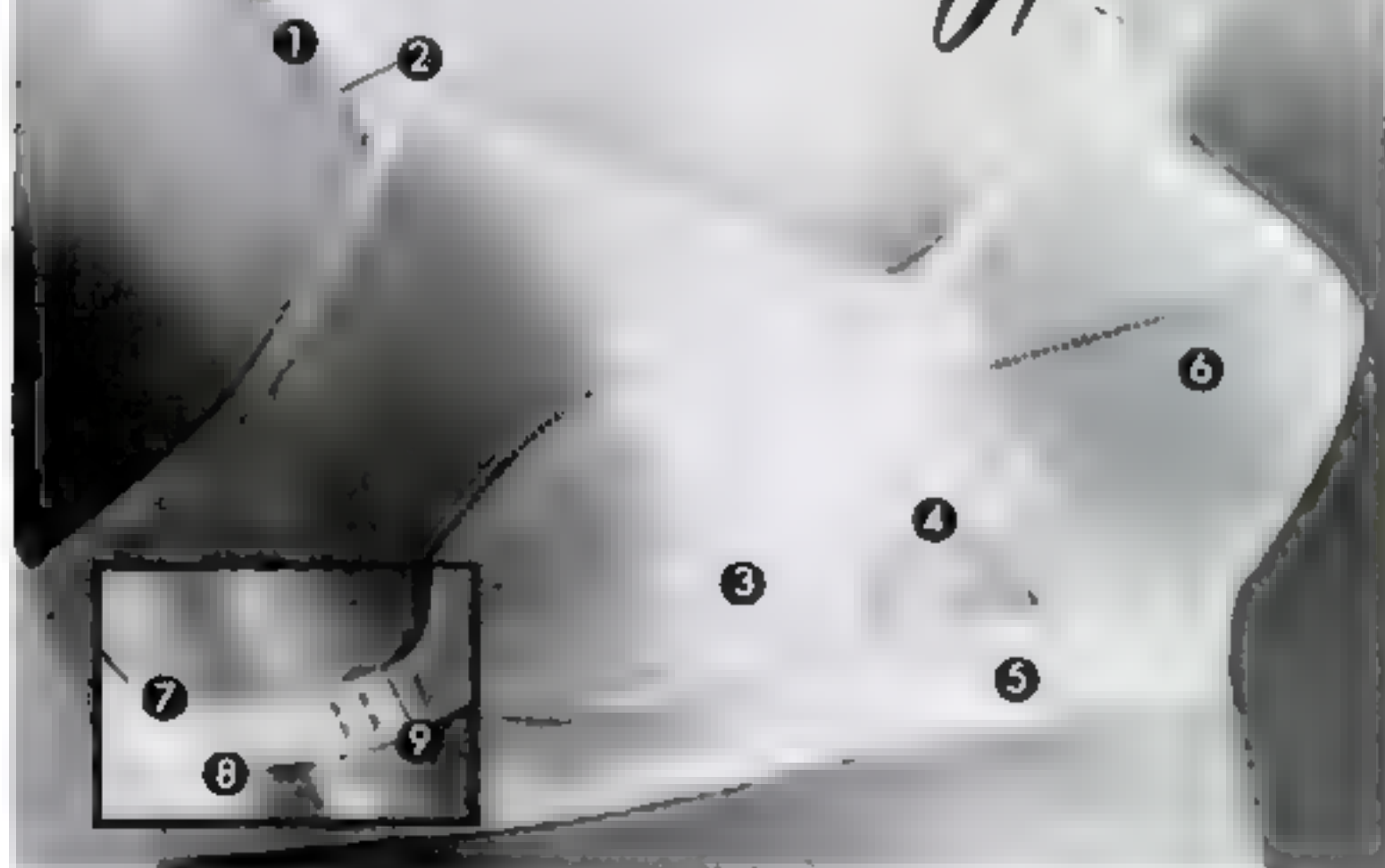
From Moscow came a rare photograph (below) of a Soviet citizen and his wife who were voting in last month's elections. Chubby and complacent, the pair obviously felt sure that they were voting for a winning candidate for the Supreme Soviet. The two confident voters, who have seldom before been photographed in public, were Premier Georgi Malenkov and his wife. Their candidate: Georgi Malenkov, who polled 99.79% of all the votes in his district.



MR. AND MRS. MALENKOV VOTE FOR THEIR FAVORITE CANDIDATE

Munsingwear

gives you the 9 most wanted
comfort features in *Vi-bra*



1. Wide tubular straps won't cut or curl
2. Simplicity in strap adjustment
3. Self-fabric underbust support
4. Automatic adjustment in center section
5. Wide elasticized band for complete diaphragm comfort
6. Flawless finish eliminates irritation

7. Low cut back for complete coverage by your slip
 8. Heat-resistant rubber in all elastics for lasting serviceability.
 9. Three adjustments in back closing
- Fine cotton broadcloth, \$2
Nylon taffeta, \$2.50.

Write Munsingwear, Inc., Minneapolis, Minn. for the stores nearest you • Foundettes • Lingerie • Nylon Stockings.

TO MEN WHO NEED

(BUT THINK THEY CAN'T AFFORD)

\$10,000

MORE LIFE INSURANCE...

New York Life has a special new policy for you!

Now! For those who need at least \$10,000 more life insurance—a special low-premium policy that builds high cash values fast!

New York Life takes another step forward with a life insurance policy which reflects the economies of bigger unit sales, a principle well-known in other lines of business.

What it is, in a sense, is life insurance in the "economy-size package." Because the minimum amount is \$10,000, economies are possible which make the premiums much lower than they would otherwise be. For a man of 35, for example, the annual premium for standard life insurance is only \$23.59 per \$1,000. And rates are correspondingly low all along the line!

And another important thing: Low as the premiums are, this new policy builds up *high cash values* quickly—equal to the full reserve after only seven years!

New York Life is a mutual company and pays dividends to policy owners only. The dividends payable on this policy

can be used to reduce premium payments or allowed to accumulate to increase the policy's cash value or applied under other available options. The low premiums, high cash values, and dividends combine to make this policy unusually attractive from a net cost viewpoint.

There are many other outstanding features about this new policy which make it a great insurance "buy" for both men and women. It is issued to age 70. An applicant who may not be able to qualify for standard insurance for reasons of health or occupation may be insurable under this policy at a higher rate. To prevent unintentional lapse, it offers automatic premium loan for two consecutive premiums. At most ages policies with waiver of premium and double indemnity benefits are available at slightly higher premium rates.

If you have been telling yourself that you ought to have more life insurance to protect your family or your business—but have been putting it off because you think you can't afford it—ask your New York Life agent for all the facts or mail the coupon below, today!

*MAIL THIS
COUPON NOW!*

NEW YORK LIFE INSURANCE COMPANY

The New York Life Agent in Your Community is a Good Man to Know

New York Life Insurance Company, Dept. L
51 Madison Avenue, New York 10, N. Y.

Please furnish me, without obligation, full information on
your new, low-premium \$10,000 Whole Life Insurance policy.

NAME _____ AGE _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____



*In the house you buy or build this spring, install
super-sensitive Electronic Moduflow—and enjoy a
new world of home comfort next winter! Costs \$199.40 installed...easy terms...*

Thermostat outside your house gives you wonderful Weather Control inside

*Now is the time to plan ahead, to assure your comfort
next winter with Honeywell Electronic Moduflow*

Surely next winter you'll want to enjoy luxurious warmth you've never known before. And you can—because of an exciting new development in home temperature control. This new development is called Honeywell Electronic Moduflow.

Electronic Moduflow is an *all-electronic* temperature control system that features a thermostat mounted outside your house called the Electronic Weathercaster. It senses weather changes instantly;

Honeywell Electronic Moduflow, the result of years of research and testing, helps provide you with constant comfort by *varying the indoor temperature* in relation to the outside temperature. As outdoor temperatures go down, indoor temperatures must go up. This new home comfort principle outmodes conventional systems that merely hold temperature constant.

Electronic Moduflow is also available in a year 'round model—to control your central cooling plant in summer, too.

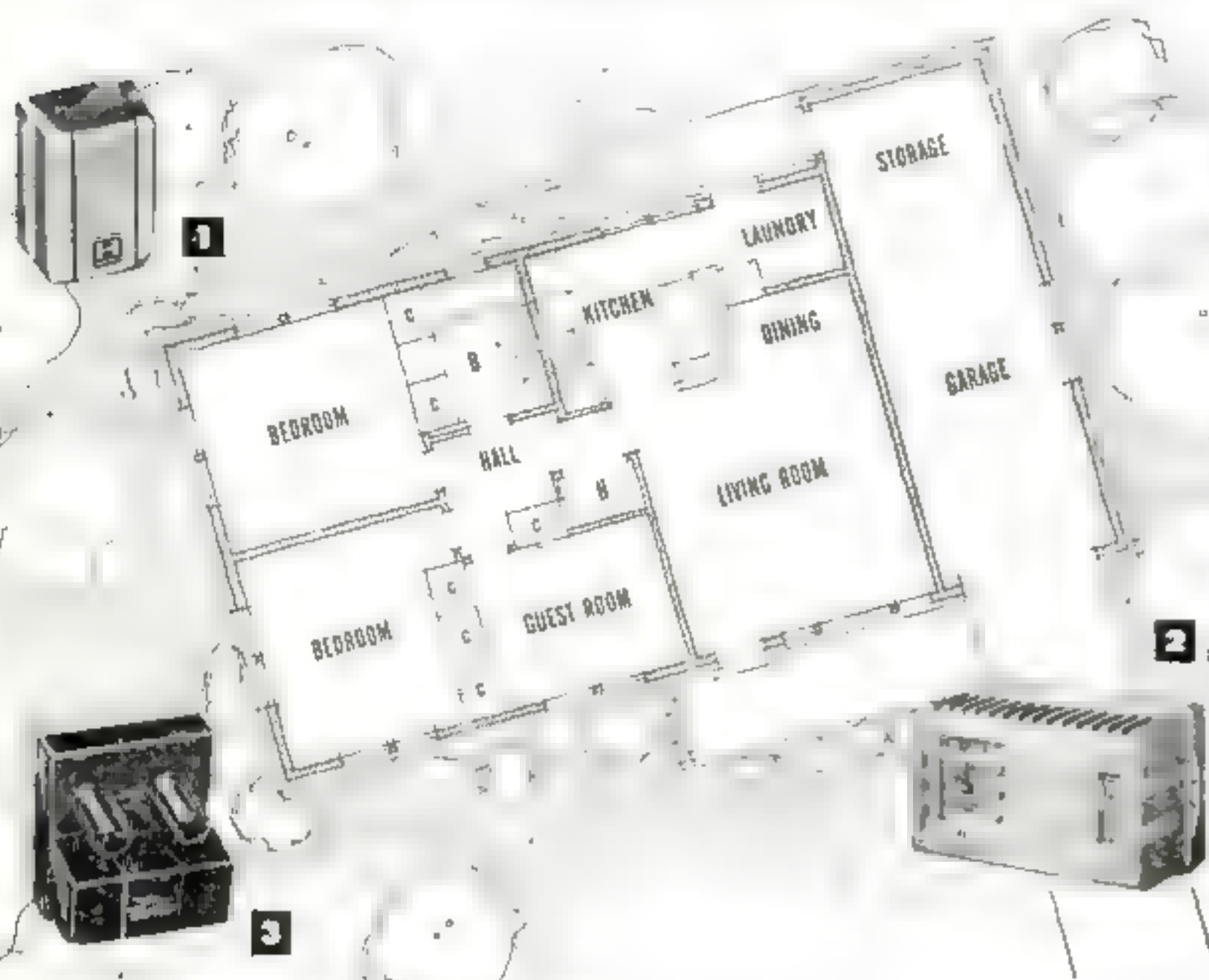
Look for Honeywell Electronic Moduflow when you're looking for a house to buy. Hundreds of builders from coast to coast are featuring it in their model homes.

Electronic Moduflow home in St. Louis. Price in St. Louis: \$14,000. Builder: Milton Duenke. Planner: Lawrence E. Spellman. Electronic Moduflow was installed by Maplewood Sheet Metal Company.



What Electronic Moduflow is, and how it works

Only three simple parts make this wonderful system work. The Electronic Weathercaster (1), mounted outside the house, senses the outdoor temperature and by means of electronic signals continually tells the Electronic Clock Thermostat (2) what indoor temperature is required to maintain comfort. This Electronic Clock Thermostat, mounted in your living room, sends the Relay Amplifier (3) which automatically adjusts the heating plant to provide the amount of heat required to keep your home at the right temperature—no matter how changeable the winter weather might be.



Milton Duenke,
a leading midwest builder

Milton Duenke is vice-president of Vorhof-Duenke, a firm that has built hundreds of quality homes in 35 years. The "Hathaway", the house you see on this page, is typical of the firm's work. Builder Duenke recommends Honeywell Electronic Moduflow for every home he builds.



Your body loses heat less rapidly on a mild winter day because walls are warmer. If you're average, you're comfortable with the room at 71°.



Your body loses heat faster when the outdoor temperature drops, making walls colder. So Electronic Moduflow automatically raises room temperature—to keep your comfort constant.

Why you need varying indoor temperatures

Tests show that in winter, if indoor temperature is merely held constant as outdoor temperature falls, you feel chilly and uncomfortable. Because as the walls of your home become colder they "draw" increasing amounts of heat from your body. So Electronic Moduflow automatically changes the temperature indoors as the outside temperature varies.

It's easy to get Electronic Moduflow for your home

When you're buying a *new house* Electronic Moduflow can be included in your mortgage. This way it costs you only a few cents a day. In your *present home* Electronic Moduflow can be used with any type of adequate central heating plant. No carpentry or construction work is required. The price, \$199.40, includes average installation cost. With a home improvement loan you can pay as little as \$6.39 a month.

No house is a modern house without Electronic Moduflow

See your builder, heating dealer or architect *today*. Insist on the only truly *modern* comfort control system in your present home or the one you are planning to build or buy.

Write *today* for free book, "The Story of Electronic Moduflow." Also the name of your nearest Honeywell dealer. Write Honeywell, Dept. 2851, Minneapolis 8, Minnesota. In Canada, Leaside, Toronto 17, Ontario.

MINNEAPOLIS
Honeywell

Electronic Moduflow





IN A RARE MOMENT OF ACTION THE POTTO, IRRITATED BY ELECTRIC LIGHTS, PLODS AWKWARDLY ACROSS THE FLOOR OF ITS NEW HOME ON CLUMSY PAWS



PHLEGMATIC POTTO

A little lemur takes hold in its new Texas home

One of the slowest animals in the animal kingdom is the Malayan slow loris (1991, Oct. 2, 1991). But the loris has an even slower cousin, the West African potto, which spends most of its time sleeping or hanging around on tree branches. Sometimes it eats lizards that happen by, but usually it is contented with tree shoots. In spite of this the phlegmatic potto, a member of the lemur family, has made a name for itself because of its powerful grip. Natives call it "Softly, Softly Catch Monkey," believing the little animal catches monkeys and holds on to them till they die.

The potto above, which was brought to the U.S. by E. ton Gammes, a Texan recently returned from Liberia, readily adapted itself in most respects and spends most of its time sleeping or hanging from lampshades and coatsacks. But a steady diet of strawberries and cream, the only dish it eats wilingly, hasn't in the little beast unimpaired and recently its owners have had to feed it milk and Vitamin B-1 from an eye dropper.

← **PREHENSILE GRIP** is demonstrated by the potto, a full-grown male, who clings to spot Co. E. at an exhibit at the tree pass, still has an extra one tree



NO LONGER JUST FOR SPECIAL OCCASIONS



The NEW LOWER PRICE of OLD TAYLOR now permits you to enjoy this time-mellowed whiskey more often.

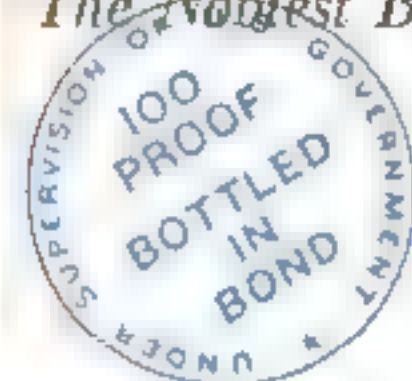
Always a rare treat, OLD TAYLOR need no longer be reserved just for special occasions. Now you can make every drink "something special"—thanks to the pleasantly priced perfection of "The Noblest Bourbon of Them All!"

*The Old Taylor Distillery Company
Frankfort, Kentucky*

**OLD
TAYLOR**

KENTUCKY STRAIGHT
BOURBON WHISKEY

"The Noblest Bourbon of Them All"



*By actual
survey... the
7 most-wanted
refrigerator
features...*



AUTOMATIC DEFROSTING. You do no defrosting at all in the new Norge Customatic. It's completely automatic even gets rid of its own frost water.




SEPARATE FREEZER: The zero-cold freezer in the new Norge Customatic freezes 80 pounds of fresh foods or leftovers keeps them tasty for months.




MOIST COLD COMPARTMENT The entire refrigerator section of the Norge Customatic is a moist cold zone. Foods don't dry out, can remain uncovered.

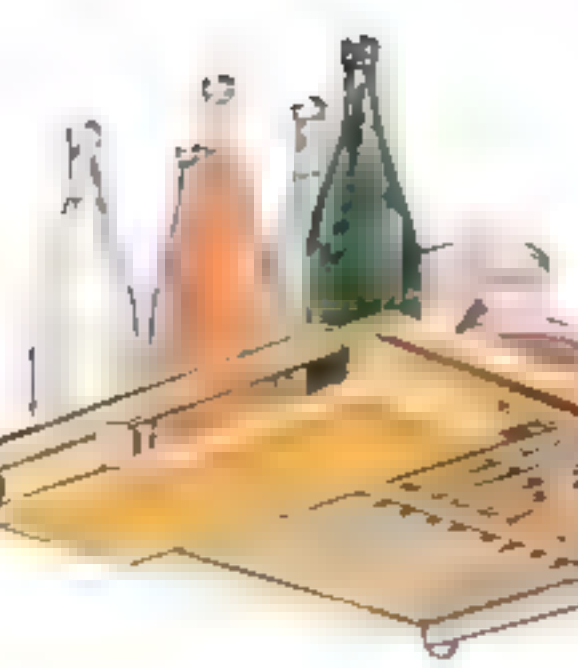





BUTTER CONDITIONER: Norge has a Butter Bank built in the door that keeps a full pound of butter at just the right consistency for easy spreading.



DOOR SHELVES: Norge has full-width, built-in door shelves that are the perfect depth for all the odds and ends and bottles you want out front.



ROLL-OUT SHELVES: In the Norge *Customatic*, all the shelves roll out. No rummaging for what you want—things in back are as easy to reach as those in front.



EGG RACK: There's no need to use precious shelf space for storing eggs in this new Norge. A swing-out Egg Nest keeps eggs handy right in the door.

Get all 7 features

women want most... in one
refrigerator-freezer combination...

new **NORGE** *Customatic*

Here, truly, is the appliance of tomorrow! Not a restyled version of any refrigerator you've ever seen. The Norge *Customatic* is a *totally new appliance*—a refrigerator-freezer combination so advanced in design that it makes even the most modern refrigerators old fashioned.

There's a zero-cold freezer so big and so adaptable that you can use it exactly as you would a separate home freezer. It is separate in all but location—and it freezes and stores a giant 80 pounds of fresh foods and leftovers.

Moist cold everywhere in the main food compartment, with the temperature and humidity automatically balanced. Never mind the weather outside. The

temperature's always right inside. Foods stay fresh with or without covering. You do no defrosting at all. There are no controls to set. And no frost water to empty.

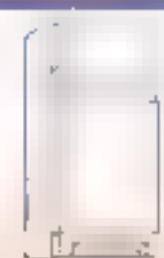
Everything inside is right in sight. All the shelves roll out so you can reach what's in back as easily as what's in front. And the door is a complete front-row storage annex—with shelves, a Butter Bank and a covered Egg Nest.

It all adds up to the most carefree, timesaving, foodsaving beauty that ever went to work in your kitchen. And you can get a revolutionary new Norge *Customatic* refrigerator-freezer combination today for as little as \$349.95.

*In a recent nationwide survey, women listed all the features they wanted most in their next refrigerator. Seven features were mentioned most frequently by an overwhelming majority. The new Norge *Customatic* has all seven... and then some!

NORGE... *just the best in home appliances*

DIVISION OF BORG-WARNER • MERCHANDISE MART, CHICAGO 54 • In Canada: Addison Industries, Toronto



Refrigerators



Food Freezers



Gas and Electric Ranges



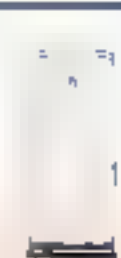
Automatic Washers



Gas and Electric Dryers



Wringer Washers



Water Heaters





*"Their wings join'd in the Zenith overhead,"
two guarding angels hover over the dead body of Christ*

A Vision of Easter

BLAKE RETELLS SACRED STORY IN MYSTIC ART AND WORDS

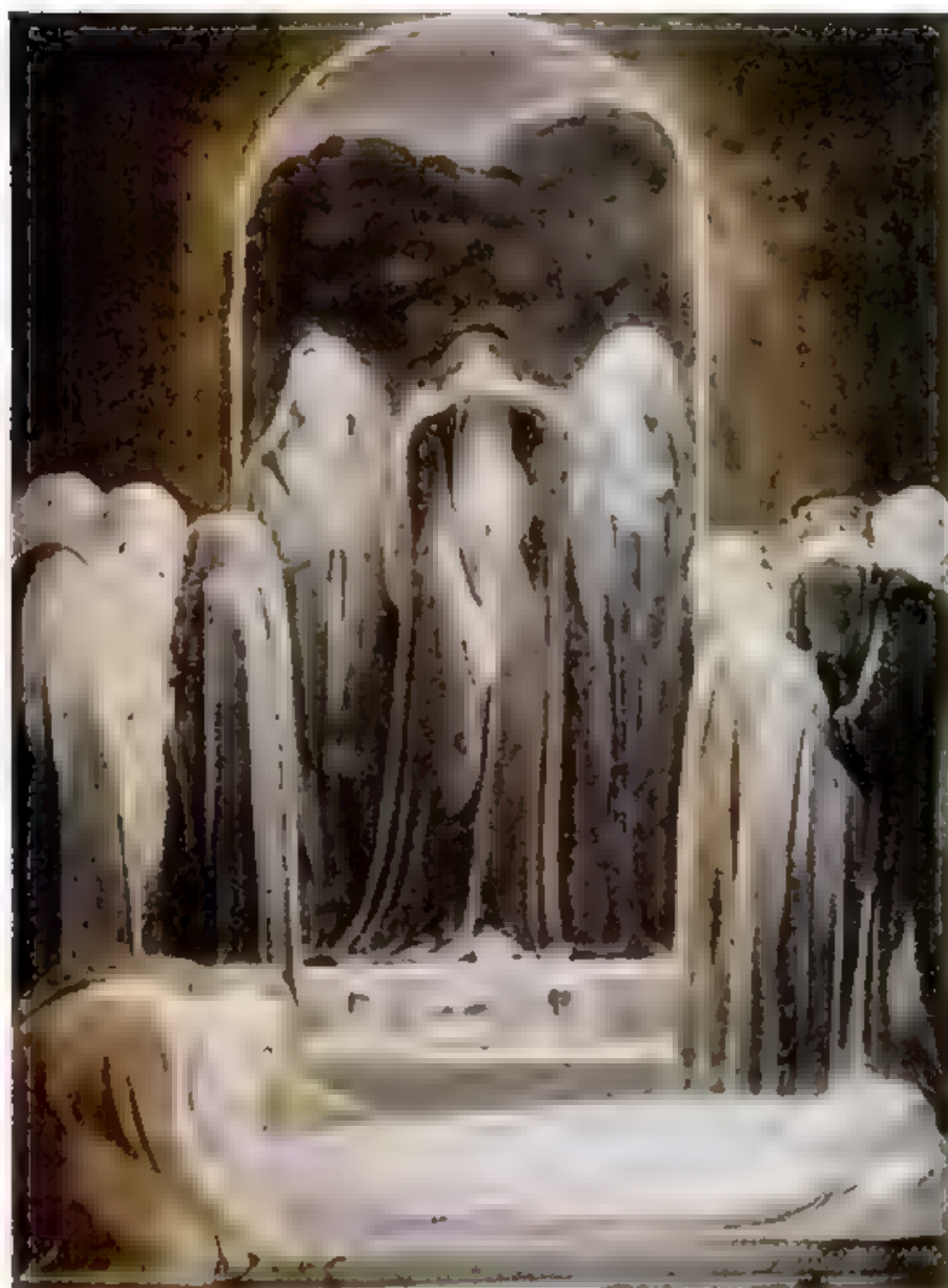
AROUND 1795 the English poet-painter William Blake was seized with a vision encompassing the great Easter drama, Christ's Crucifixion and resurrection from the tomb. Driven by his vision, Blake re-created Christ's sacrifice in an allegorical poem called *The Four Zoas*, Blake's name for reason, energy, desire and emotion. Then in a series of watercolors he portrayed the events in glimmering, reverent scenes as mystical as the poem to which they related

and as unworldly as the vision which had inspired them.

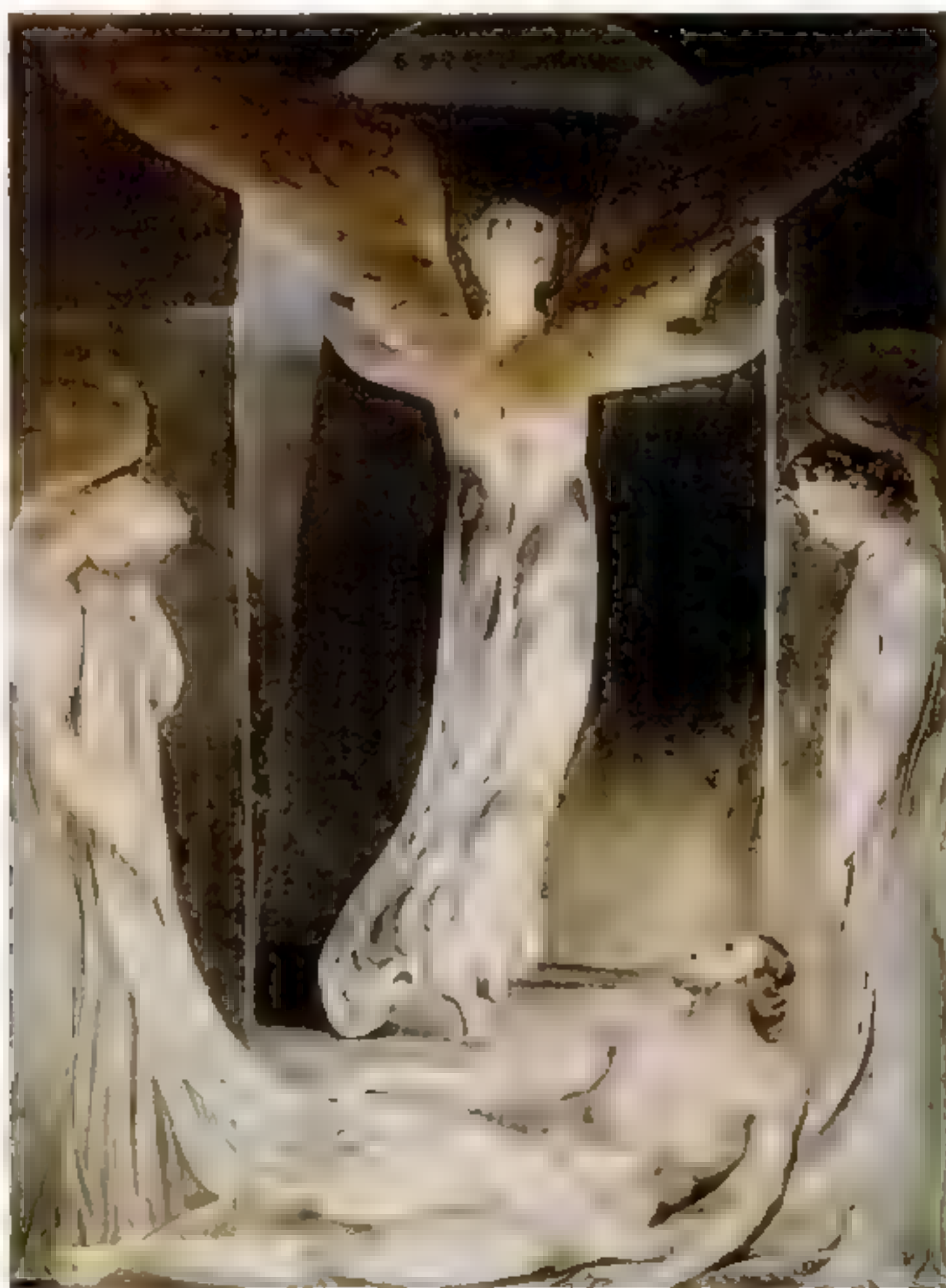
These works, reproduced here with lines from his poem, were spurned by Blake's contemporaries as the hallucinations of a "madman." But the "madness" of his Easter allegory is recognized today as an inspirational approach to truth, and the shining spiritual aura of his paintings appears as a serene expression of the Easter theme: the triumph of the spirit over the material realities of the world.



*"They nail'd him upon the tree of Mystery . . . and then mocking
and then worshipping," they cast lots for his clothes.*



Gently they "took the Body from the Cross, Jerusalem weeping over; They bore it to the Sepulcher . . . hewn in the rock of Eternity. . . ."



An angel of the Lord heaves back the stone that seals the tomb, "In the caverns of the grave . . . the Lamb of God has rent the Veil of Mystery."





Grieving women who have come to anoint Christ's body are met by an angel who tells them to mourn no more "for the Eternal Man is risen."



*"Then sang the sons of Eden . . . 'Glory, Glory,
Glory to the Ho., Lamb of God . . . No more behold redemption.'"*

THE WORLD'S OUTSTANDING WRIST ALARM



EXCEPTIONALLY PRICED AT \$71.50

LE COULTRE WRIST ALARM—"A Watch With a Memory"—for a college man, a salesman, a busy executive—for you! Smartly thin and handsome, its "golden voice" reminds of every appointment, awakens each morning. A separate crown winds and sets the alarm, indicated on a turning disc in the center of its dial. Sweep second hand. Gold-filled case, \$71.50. Moisture-resistant gold-filled case, \$89.50. In 14K gold case, \$150.



LE COULTRE FUTUREMATIC. 100% automatic, it has no winding stem. Engineered to be the most accurate automatic watch in the world. It cannot overwind or run down. Gold-filled, \$99.50. 14K gold, \$165.



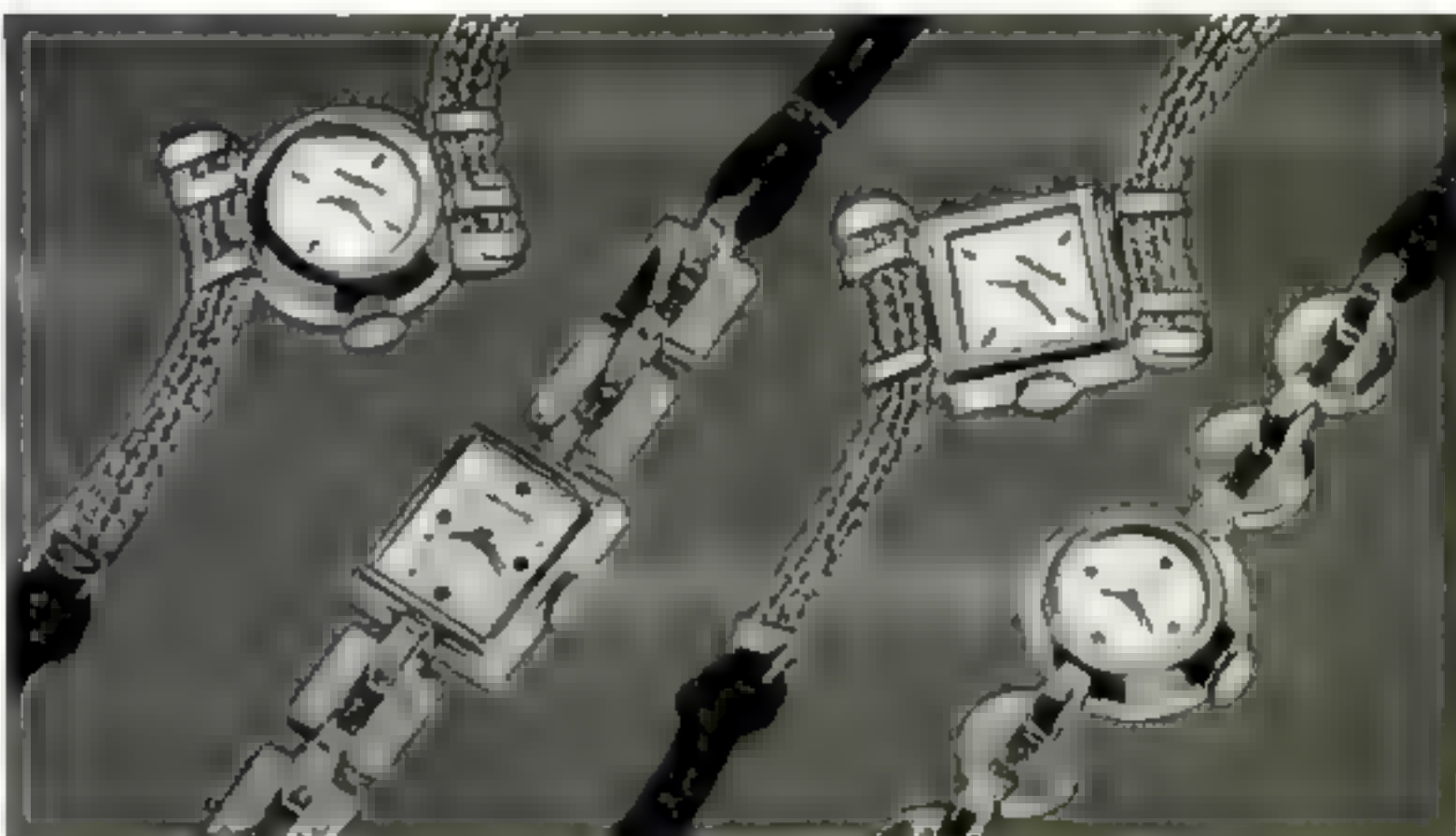
LE COULTRE POWERMATIC. Uniquely thin, subtle distinction. Self-winding, with Reserve Power Indicator. Offers superior timekeeping and ever-dependable service. In a handsome, gold-filled case, \$71.50.

ACCENTING THE EXCEPTIONAL

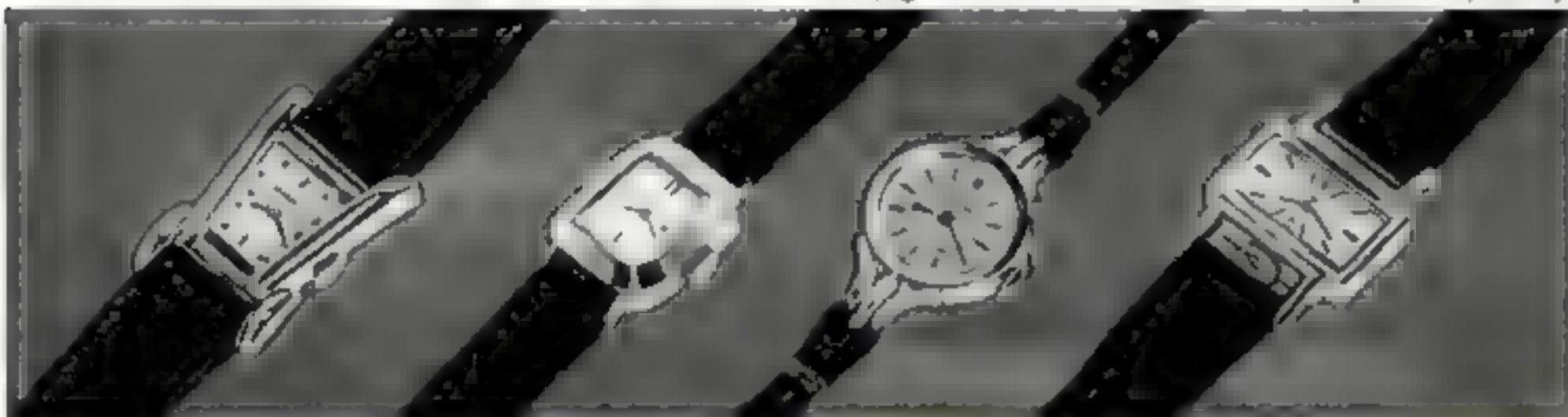
LE COULTRE

THE MOST EXCEPTIONAL WATCHES AND CLOCKS IN ALL THE WORLD

For yourself, or as a gift, a LeCoultre timepiece combines rare beauty with unsurpassed performance—truly the exceptional in style, quality and value. Since 1833, LeCoultre watches and clocks have been crafted to the highest standards in all watchmaking. See your Authorized LeCoultre Jeweler's fine selection of the "Most Exceptional Watches and Clocks in All the World".

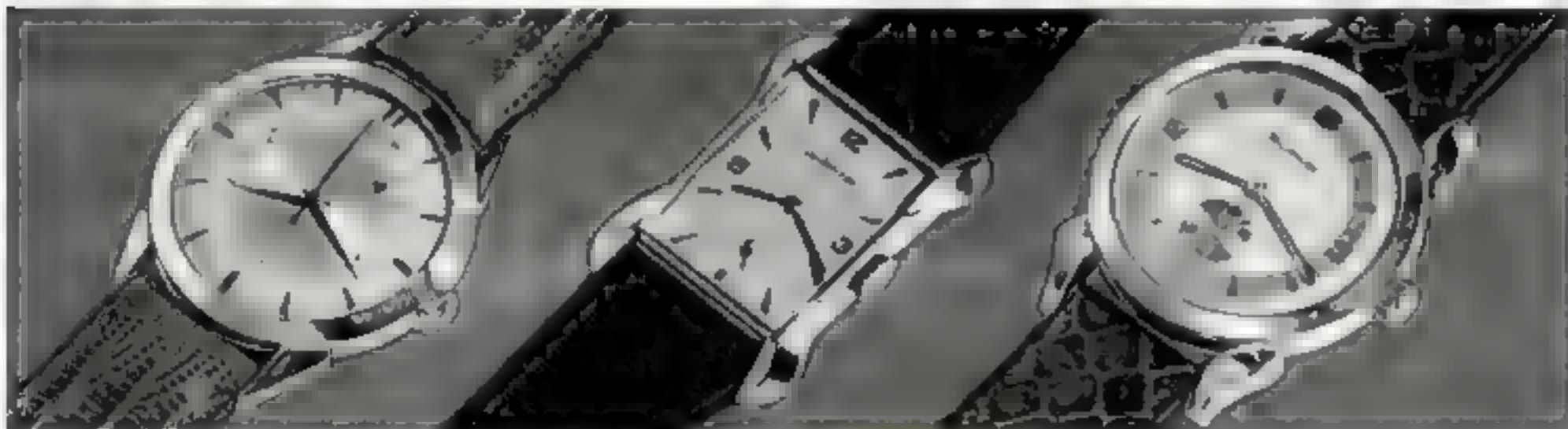


LE COULTRE "120" WATCHES FOR FASHION-WISE LADIES—Truly delightful, imaginative designs in 14K gold, these magnificent demi-bracelet watches are destined to become proud adornment for discriminating ladies. Each diminutive watch will provide a full measure of accuracy for a long, useful life. "Lady Anne", "Lady Peg", "Lady Bette", "Lady Rose"—most exceptional value in 14K gold watches—each, \$120.



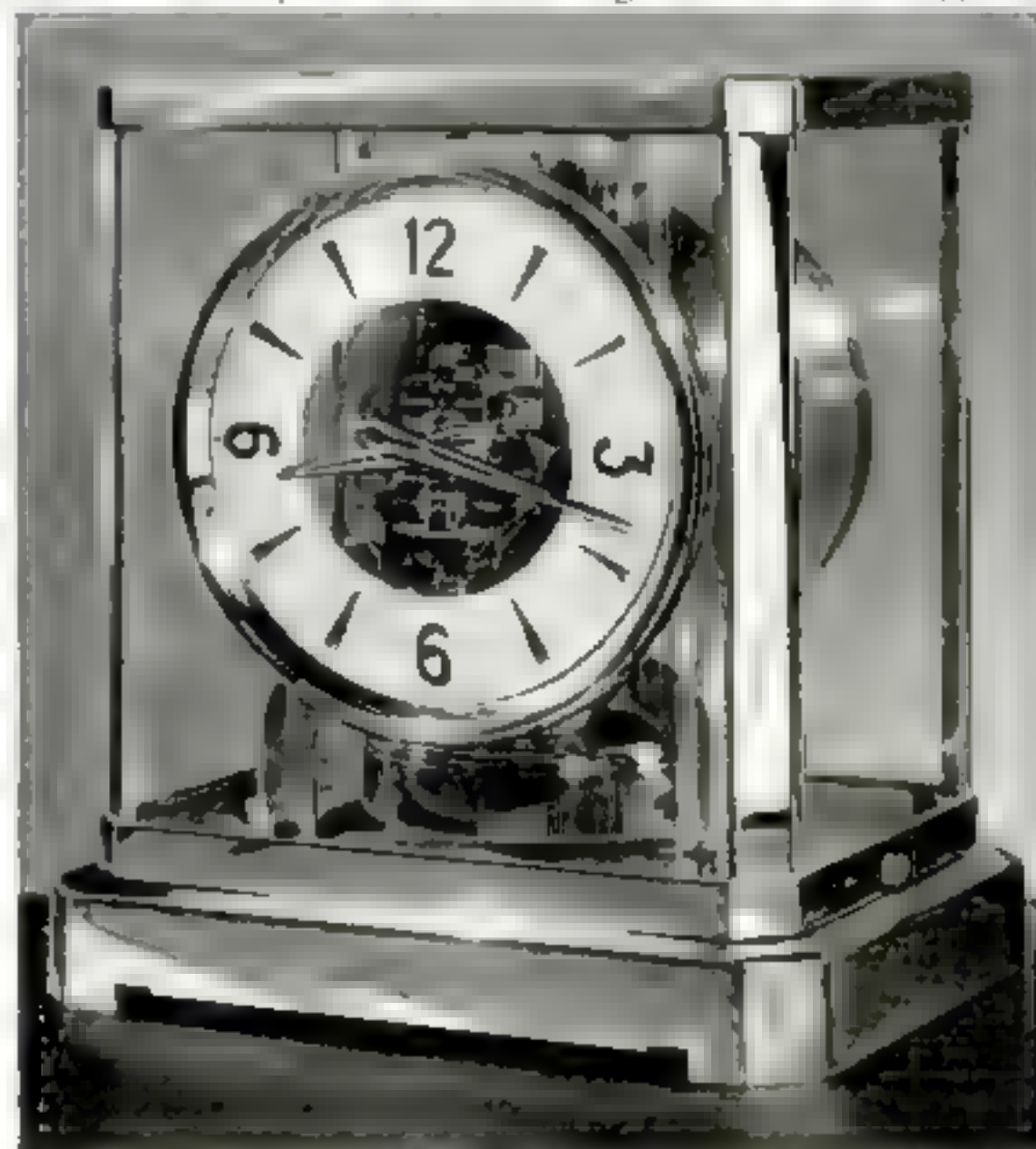
LE COULTRE COUTURIER CREATIONS—Here is enchanting loveliness—the ultimate in fashionable good taste, reflecting an instinctive sense of quality at its finest. Every exquisitely finished LeCoultre

Couturier watch offers dependable timekeeping. From left to right: "Aristocrat", gold-filled case, \$71.50; "Desiree", 14K gold case, \$120; "Promenade", gold-filled case, \$71.50; "Yvonne", 14K gold case, \$110.



EXCEPTIONAL WATCHES FOR GENTLEMEN—Unique performance and impressive styling are the crowning features of these most exceptional examples of the LeCoultre watchmakers' superb skill and inventive-

ness. "General Pershing", a time-and-date-telling watch, gold-filled, \$89.50. "Sir Warren", richly fashionable in 14K gold, \$120. "Nautilus", a "dress-sport" watch dust and moisture-resistant gold-filled, \$71.50.



ATMOS—THE ULTIMATE GIFT—This amazing LeCoultre creation offers virtual perpetual motion. No winding ever—it is powered alone by unfailing daily changes in the temperature. ATMOS, beauty-in-action. Measures 9 1/4 x 8 1/4 x 6 1/4 inches. \$175.

WORLD'S MOST EXCEPTIONAL WATCHES

LE COULTRE

WORLD'S MOST EXCEPTIONAL CLOCKS

DIVISION OF LONGINES-WITTNAUER WATCH COMPANY

All Prices Include Federal Tax



SELF-PORTRAIT catches Blake's intense gaze, as if seeing a vision.

BLAKE WAS ARTIST OF 'INWARD EYE'

Throughout his lifetime of nearly 70 years William Blake was consumed by visions. At the age of 4, "when God put His head to the window," he ran off screaming. Later he became accustomed to seeing angels walking among the haymakers and was delighted once to find the prophet Ezekiel beneath a tree. His father, a moderately well-to-do London hosier, reconciled himself to his son's odd ways, sent him to art school at the age of 10 and later apprenticed him to an engraver. With this training young Blake began his arduous career as a printer, engraver, illustrator and poet which provided him a modest living.

In 1782 Blake married the daughter of a market gardener after a simple courtship of three sentences. "Do you pity me?" he asked. "Yes, indeed I do," she replied. "Then I love you," said Blake. After teaching his wife to read and write, Blake trained her at his own trade, and during the next 45 years she was always at hand, helping to paint and bind his books and sitting near him as he wrote from his visions. These poetical writings, which poured forth with torrential rapidity, filled more than a dozen volumes which Blake printed himself. Had he not been his own printer, his work might have

CONTINUED ON PAGE 59



EARLY POEMS by Blake, printed and illuminated by him, had mild sale during lifetime.



SYVERSON

NO OTHER TEA COUNTS!

No other tea gives you such zesty-rich flavor! It's the new leaf, the young leaf, the flavor leaf that does it. No other tea has the exclusive "Tidy-Pak"—each tea bag in its own individual envelope! Be sure it's Tender Leaf Brand Tea—get the Bright Red Box with the Smiling Cups!



Glamour! Excitement! Your every Dream

come true! Most thrilling prize contest ever announced!

WIN A MILLIONAIRES' VACATION!

*Rich, magnificent
prizes galore!
See Paris, Rome,
London, Bermuda!*

YES! A millionaire's vacation...for two!
Gorgeous days, magic nights in Rome,
Naples, Capri, the Riviera and Paris! Sunny,
carefree days in fabulous Bermuda. All in
gold-plated luxury! There's forty chances to
win for yourself and your wife or husband.
First, Fedders brings you to New York for
a gay swing through the clubs. Next
day you're off via TWA, bound for your
millionaire's vacation! Third prizes
are 30 vacations from heat—30 Fedders
Room Air Conditioners. *Start today!*

JUST WRITE A FEDDERS JINGLE!

IT'S EASY! Nothing to buy! All you
do is finish a 4-line rhymed jingle,
starting with the line below:

Keep cool with a Fedders

IT'S FUN! Here's a sample jingle
but you can do better than this.
Put the whole family to work!

Keep cool with a Fedders

Sleep cool every night

You can laugh when they say:

"No relief is in sight!"

THIS IS NOT AN ENTRY BLANK! Official entry blanks are available only
at Fedders dealers. See listing in classified telephone directory under
"Room Air Conditioning." No obligation. Facts below can help you win!

OFFICIAL RULES

1. Get entry blank at your favorite Fedders dealer and finish the Fedders jingle.
2. Send your entry to "Fedders," Box 45, New York 46, New York. Enter as many times as you wish. Entries must be postmarked not later than June 30, 1954 and received not later than July 10, 1954.
3. Contest is open to everybody in the continental U.S. over the age of 18, except employees of Fedders, and their advertising and processing agencies. Entries will be judged for aptness of thought, originality, and sincerity. Judges' decision will be final. Duplicate prizes awarded in event of ties. Winners will be notified by mail or telegram, and all entries become the property of Fedders.
4. Contest subject to all State and Federal regulations.

5 Couples Win Luxury Class GRAND TOURS OF EUROPE!

TWA Constellation flight from New York to Rome. Four days in Rome. A trip to Naples, Capri. Two days in Nice and the French Riviera. Two days in Paris. Two days in London. TWA flight to New York.

5 Couples Win Two-Week VACATIONS IN BERMUDA!

Pan American flight from New York to Bermuda. Stay at the luxurious Princess Hotel. Credit at famous Bermuda shops. Cocktails, parties, swimming, boating, tennis. Golf at exclusive Mid Ocean Club.

30 Families Win FEDDERS ROOM AIR CONDITIONERS!

There's a guaranteed vacation from hot muggy weather and dirty air in every one of these great new Fedders units—most powerful of all! A year-round delight and comfort in your bedroom, living room or office!



These FEDDERS FACTS may help you win!

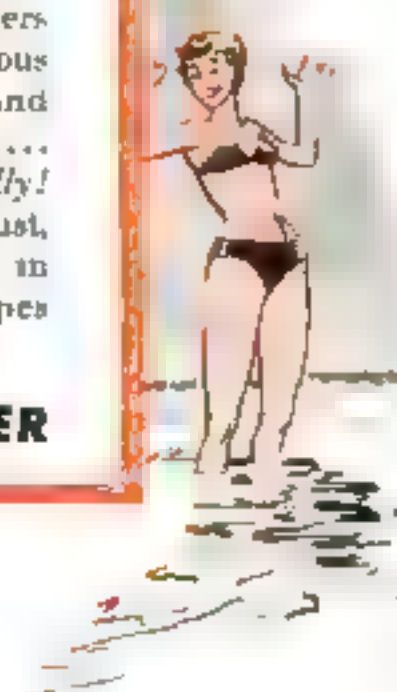
Fedders is the most powerful room air conditioner... in cooling the air, filtering out irritants, cutting excess humidity. But Fedders makes you the boss of all this power...with exclusive Built-In Weather Bureau. Gives you the cool, clean, healthful climate you want with the touch of a button! Fedders is a year-round comfort. Ventilates without cooling

...or whisk away stale, smoky air in a jiffy. And now you can have Fedders Room Air Conditioners with famous "Chill Chaser" Heat Pump and Automatic Temperature Control... first to heat and cool automatically! Oversize twin filters catch more dust, dirt and pollen. Fedders fits in window, without alterations, pipes or ducts. See it in action today!

GET YOUR CONTEST ENTRY BLANK TODAY AT YOUR FEDDERS DEALER

FEDDERS

ROOM AIR CONDITIONERS



Gas

IS MODERN
BECAUSE Gas IS

Automatic

Clean

Dependable

Economical

...and you get any degree
of heat control



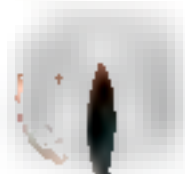
When you build, buy or remodel,
be sure your house is **pip**ed for gas



AMERICAN
METER COMPANY

INCORPORATED (ESTABLISHED 1836)

SUPPLIERS TO THE GAS INDUSTRY



BLAKE'S HOME for three years was this cottage at Felpham. He had to leave it in 1804 because "the Visions were angry with me."

Blake CONTINUED

perished, for London publishers were unwilling to print the work of a man who was looked on as visionary and mad. This popular concept was abetted by Blake who asked at parties, "Did you ever see a fairy's funeral, madam?" or told about his dining with Isaiah and Ezekiel. When pressed, he admitted that his visions were "up here" (pointing to his head), seen with his "inward eye."

Such explanations failed to satisfy Blake's contemporaries, who were shocked not only by his "fancies" but by his opinions. A fiery champion of freedom and individuality, he was a revolutionary in politics, religion, morals and art. He wrote poems about America and the French Revolution, donned a liberty cap and called himself a "liberty boy." Like modern psychologists, he believed in freedom from repression. (He advocated a concubine system though he never adopted it himself.) He looked on Christ as the symbol of unrestrained love, as the opponent of convention and authoritarian religion and, above all, as an artist. Art, said Blake, is a means of "conversing with Paradise."

Blake's own art of classic lines and mystic spirit was out of fashion with the romantic school of his day, but in its monumental grace it shares in the great traditions of Western art. His poetry—best remembered in "Tiger, tiger, burning bright"—has fresh though baffling beauty which places it in the highest rank of English literature. All Blake's work was fed by his imagination which soon enveloped his life. Toward the end, his wife declared, he was "always in Paradise" and when he died "his bursts of gladness made the walls resound."



MASK, made at Blake's death in 1827, shows bulging brow he called sign of "republican."



Announcing the new
...and glamorous
DeSoto Automatic
Coronado

Here's the most glamorous DeSoto ever to stop traffic. It's long, low and super-luxurious. From its ravishing new colors—specially created for it—to its leather-trimmed nylon fabrics, it has custom fittings and details you just don't find elsewhere.

Step in, turn the key and see how the De Soto Automatic got its name. PowerFlite transmission—the finest in the industry—takes you from zero

to you-name-it without lag, lurch or even a click. The 170 h.p. Fire Dome V-8 with the world's most powerful engine design puts you ahead fast and keeps you there. And Full-Time Power Steering and Power Brakes make it all effortless.

It's a spring tonic . . . on wheels! There's no time like *right now* to see your dealer about the new Coronado. DeSoto Division, Chrysler Corp.

De Soto-Plymouth dealers present Groucho Marx in "You Bet Your Life" on NBC Radio and TV.

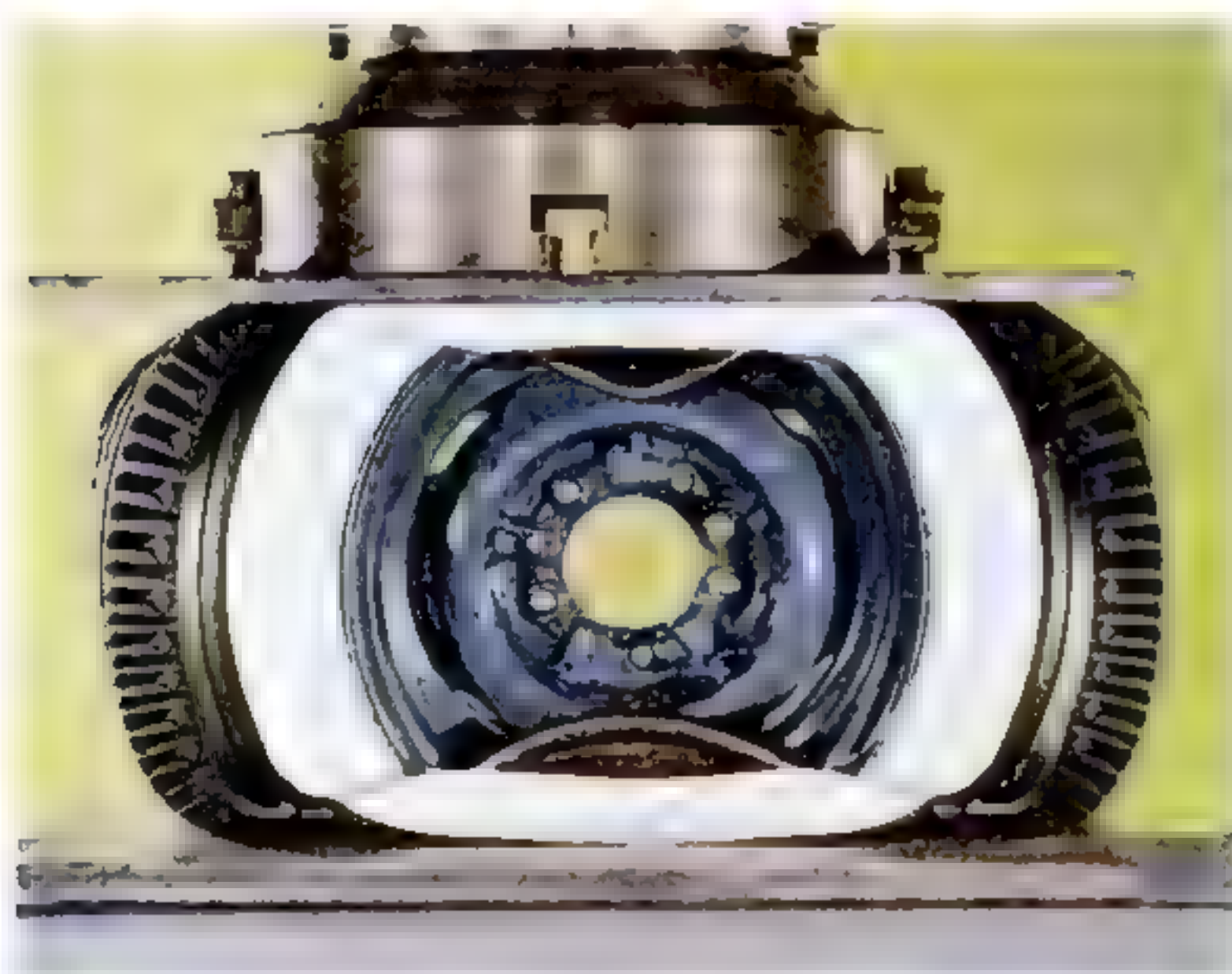


Above: Both rear fenders identify the Coronado with this distinguished chrome ensemble. **Left:** With doors removed for photograph, you see in full view the exclusive fabrics, patterns and top-grain leather comprising Coronado's new luxury.

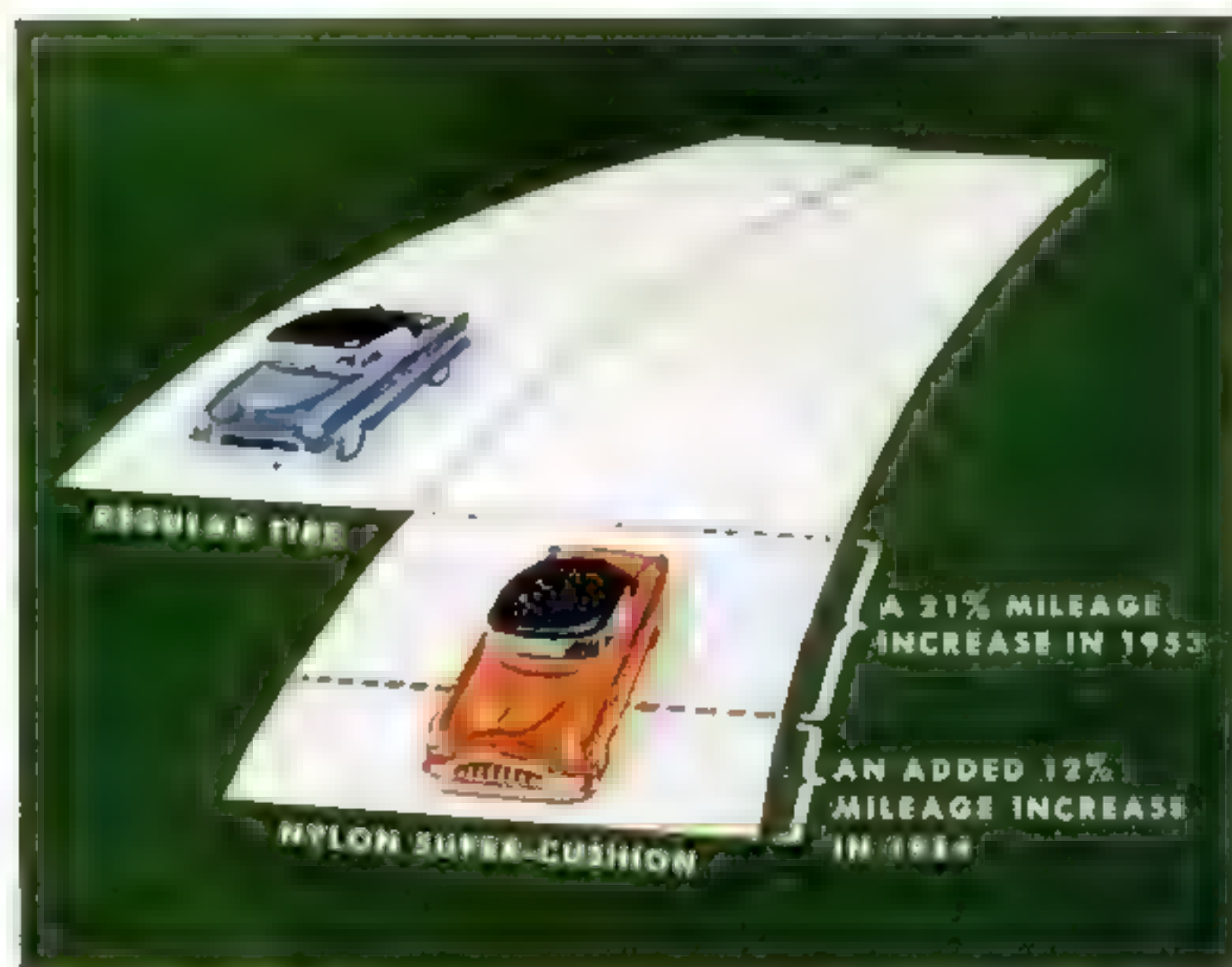
The tire sensation in 1953! Now Goodyear

New 1954 All-Nylon Super-Cushion!

For only a few dollars more than a standard tire you get



1. Miracle strength! 28,000-lb. pressure crushes wheel and rim. Not a cord broken! This is just one of the punishing tests this tire has taken! The Goodyear all-Nylon cord construction gives you phenomenal strength and safety! Impact blowouts are almost unheard of with All-Nylon Cord Super-Cushions.



2. Up to 12% more mileage! This substantial mileage boost comes right on the heels of a 21% increase in mileage in 1953. Together they total almost one third more safe mileage than most motorists have ever experienced before! Of course that means real money in your pocket in reduced driving costs.

**MORE PEOPLE RIDE ON GOODYEAR TIRES
THAN ON ANY OTHER KIND!**

See TV's Great Dramatic Show, "The Goodyear TV Playhouse," Alternate Sunday Evenings, NBC-TV.

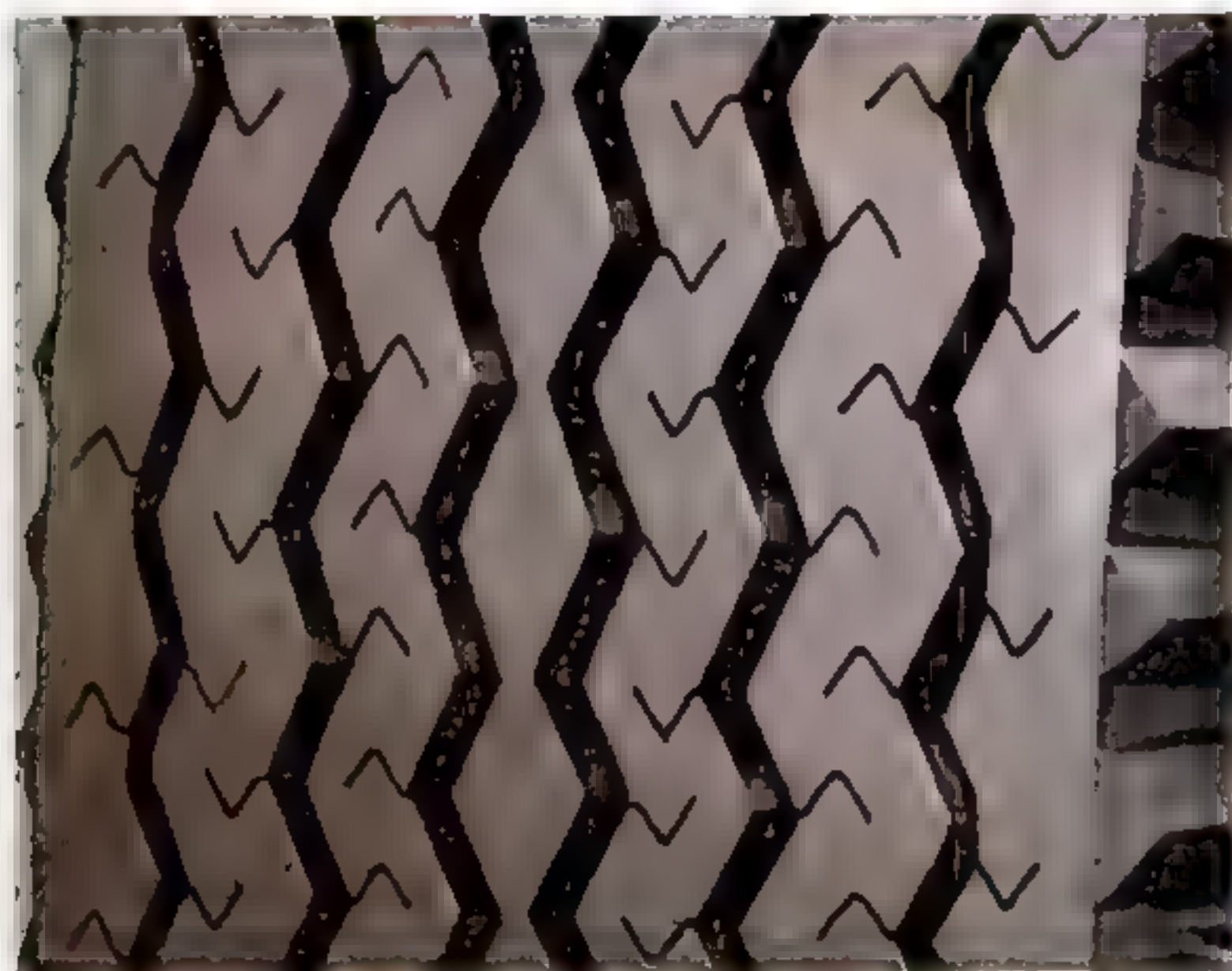
announces still greater improvements!

Nylon Cord

**All-Nylon cord! Up to 80% stronger
than standard tires!**

And now! 3 great 1954 extras!

- ✓ Even more mileage than last year!
- ✓ Much greater skid protection than in 1953!
- ✓ Quieter ride—less squeal on turns!



3. Quieter ride! 15% greater traction! Squealing on turns has been practically eliminated by a new anti-vibration tread design. And this new tread has 1806 inches of nonskid edges, 880 deep-cut safety-slots for 15% greater skid resistance. You'll get quicker, safer stops, better lateral skid resistance with this new tire.

**There's a big difference in Nylon cord!
Only Goodyear has Triple-Tempered 3-T Nylon!**

Nylon is the best tire cord—if the stretch can be controlled. Nylon is naturally stronger, pound for pound, than steel; it makes a lighter weight, cooler running, longer wearing tire. But, unless Nylon tire cords are properly pre-conditioned, they stretch under tension.

To control the stretch in Nylon cord, Goodyear has developed an exclusive process of chemically treating the cord and then putting it through a triple tempering process involving Tension, Temperature and Time.

The result—Goodyear's Triple-Tempered 3-T Nylon Cord.

Only Goodyear, with years of Nylon cord experience and a multi-million dollar investment in 3-T machines, has been able to successfully produce a Nylon cord that is fully controlled at its point of maximum strength and resiliency.

Be sure your Nylon cord tires are made with Triple-Tempered 3-T Nylon Cord—and that means Goodyear!

See the new 1954 All-Nylon Cord Super-Cushion at your Goodyear dealer's. Goodyear, Akron 16, Ohio.

GOODYEAR

Super-Cushion, T M —The Goodyear Tire & Rubber Company, Akron 16, Ohio

Chatham

Blankets America's Babies

with a 5-blanket layette... only \$8⁹⁵*



New Baby? New Idea!

The Baby Chatham Blanket Layette will surprise and delight proud parents, and keep the new baby so pretty and warm. Be the first to give this most beautiful and useful of all baby gifts—1 crib blanket and 4 receiving blankets of downy-soft cotton. In pink, blue, white, yellow, green with acetate satin bindings. Only \$8.95*, complete, charmingly gift-boxed.

Baby Chatham "Bunny Land" Blanket

The cutest baby gift you could think of, "Bunny Land" is made of fluffy cotton with colorful bunnies on the binding. Like all Baby Chatham Blankets, it's washable, bound in acetate satin on all four sides, gift-boxed. Full crib size, 36" x 50". \$3.49*, in all nursery colors.

Baby Chatham "Bonny-Snug" Blanket

DeLuxe Fitted Crib Blanket keeps the baby snug because the covers can't be tossed off. All the features of far more expensive blankets: softest cotton, zippers, elastic side tabs. 36" x 60", to fit all standard size cribs. \$4.95*, gift-boxed, in all nursery colors.

Baby Chatham "Happy Birthday" Blanket



The most unusual baby gift you've ever seen! The signs of the zodiac give you a personalized way of recording the baby's birthdate. A shimmering satin bow comes with the blanket, to be pinned next to the baby's lucky birth-sign. Fine cotton in white on green, blue, or pink, gift-boxed. Full crib size, 36" x 50". \$3.98*.

Chatham Manufacturing Company
Mills at Elkin, Charlotte, Spray in North Carolina

*Prices slightly higher in the West

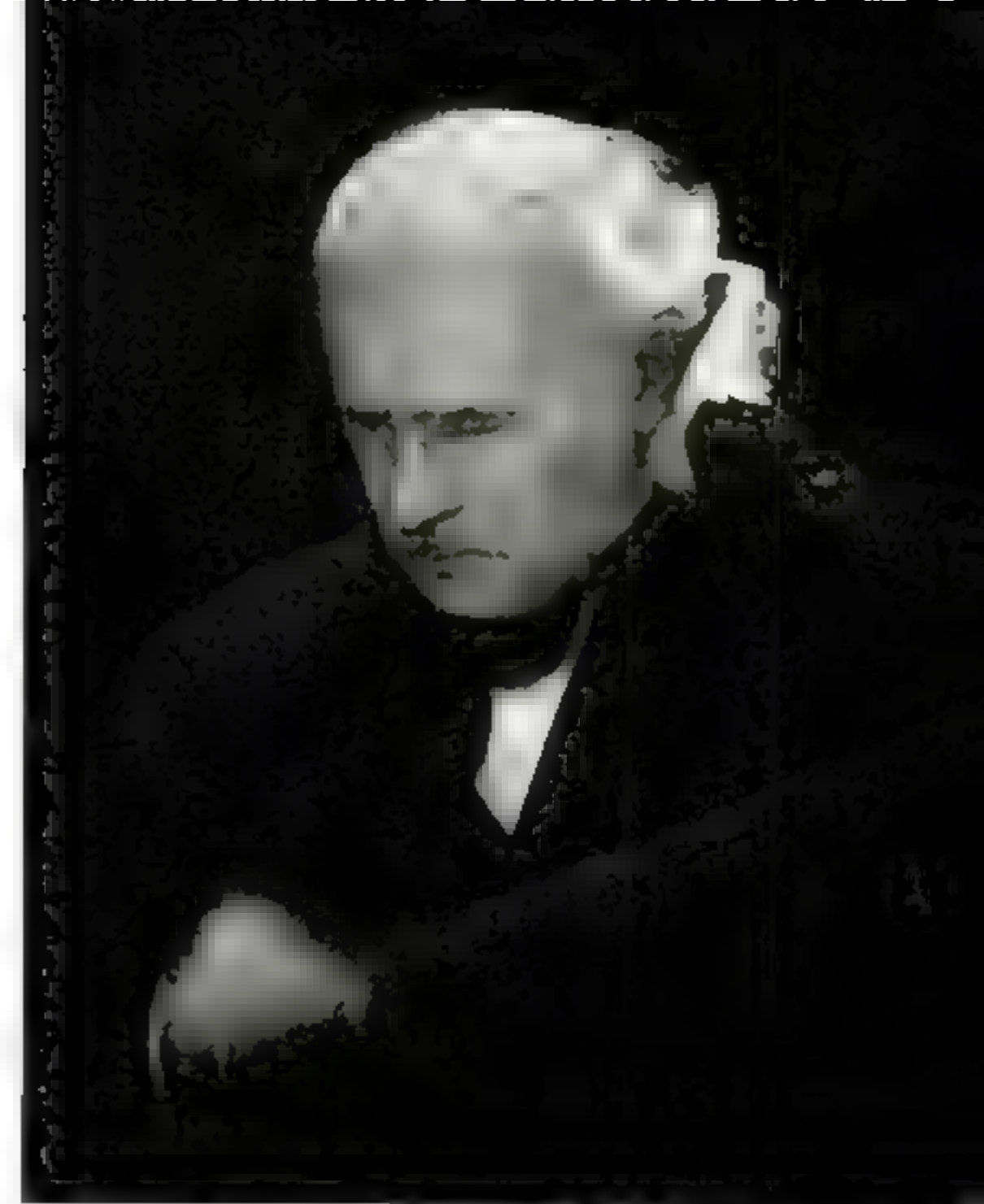
Toscanini Conducts Farewell Concert

EMOTION MAKES THE GREAT MAESTRO FALTER

Though 87, Arturo Toscanini never faltered musically as he went through his NBC Symphony season this year. But last week he came out at New York's Carnegie Hall for the last time. Few knew it, but the greatest of all orchestra conductors had resigned.

Once or twice Toscanini drove the orchestra into furies of magnificent sound. Once or twice, like a lion rousing himself, he shook his head and roared the melody. But then the firm beat faltered, the infallible memory failed.

Puzzled, he poked at his head (*right*), clutched his forehead (*below*). The musicians floundered. Offstage, his protégé, Conductor Guido Cantelli, shouted, "Cut it off!" The broadcast went off the air for 38 seconds, a record went on for radio listeners. But the maestro caught the beat again, led the musicians to a roaring climax. Even before the last measures ended, Toscanini tottered off, dropping his baton and weeping as he went. The applause went on and on, but he did not return.



TOSCANINI, DEWILDERED, FORGETS HIS PLACE

HIS BEAT FALTERING UNDER STRESS OF EMOTION, GREAT MAESTRO COVERS HIS EYES AND TRIES TO REMEMBER WHERE HE IS IN "TANNHÄUSER" SCORE



CONTINUED ON NEXT PAGE

Copy



a Bacardi cocktail

has
less calories

than 2 slices
of pineapple



BACARDI DOESN'T TASTE LIKE WHISKEY
—IT DOESN'T TASTE LIKE GIN

If you haven't already discovered Bacardi, try it for sure tonight. You'll be delighted with the difference. Bacardi doesn't taste like whiskey. It doesn't taste like gin. It has a delicate, dry, refreshing quality all its own. So light, in fact, many people tell us Bacardi leaves no unpleasant after-taste.

No claim is made or implied that a drink should be substituted for food or that Bacardi will help you reduce. But Bacardi contains less calories than you think.

Try a delicious Bacardi Cocktail—only 88 calories!



Make this light

LOW CALORIE

Bacardi Cocktail in one easy minute

1. Squeeze juice of half lime into shaker.
2. Half teaspoon of sugar and dash of grenadine.
3. Add 1 oz. of Bacardi, Silver Label.
4. Shake well with ice and serve.

Delightful—only 88 calories.

Drink low calorie

BACARDI

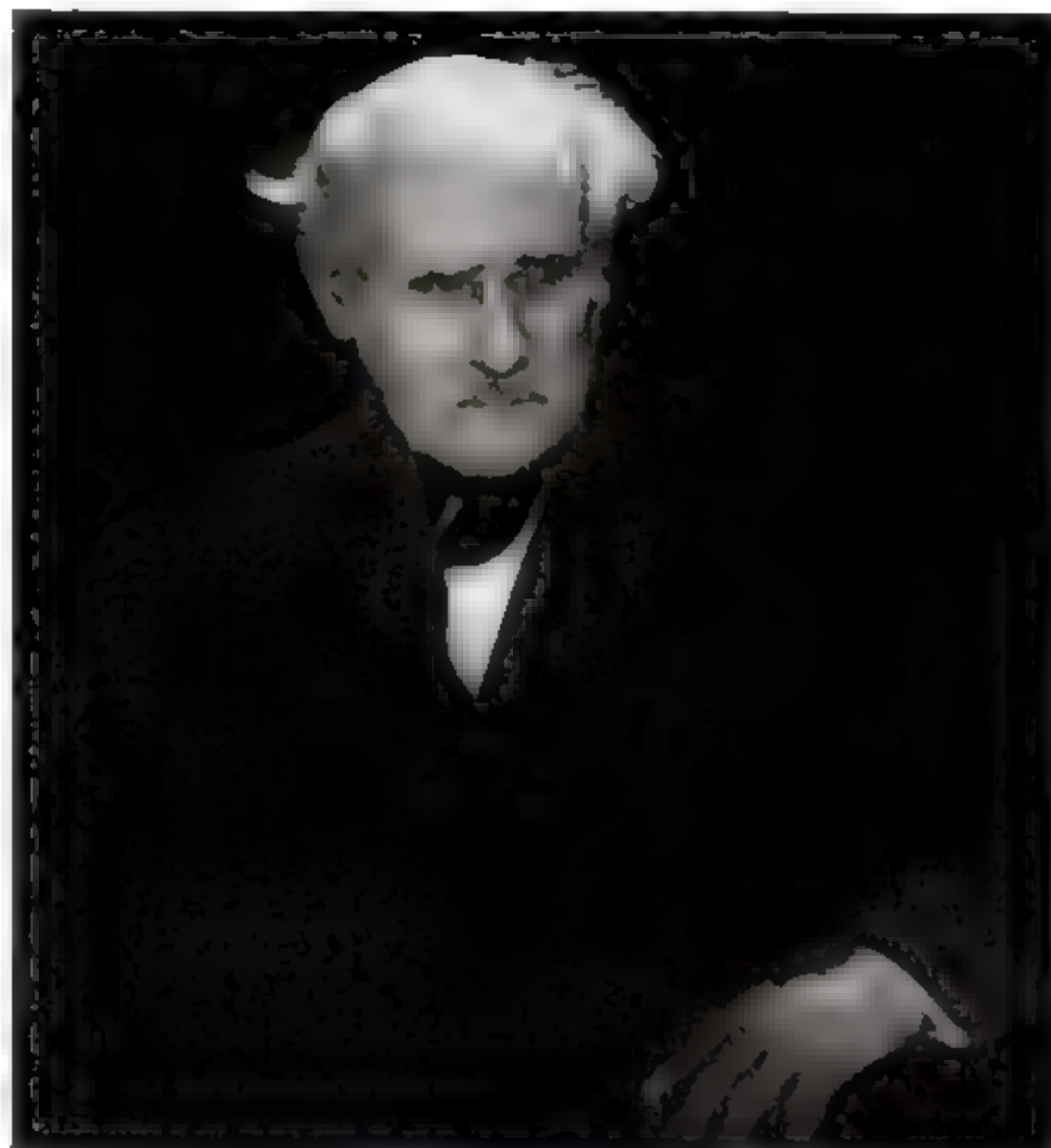
595 MADISON AVE., N. Y., RUM ... 86 PROOF.

COMPUTATIONS
COMPILED FROM
STANDARD CALORIC
TABLES.

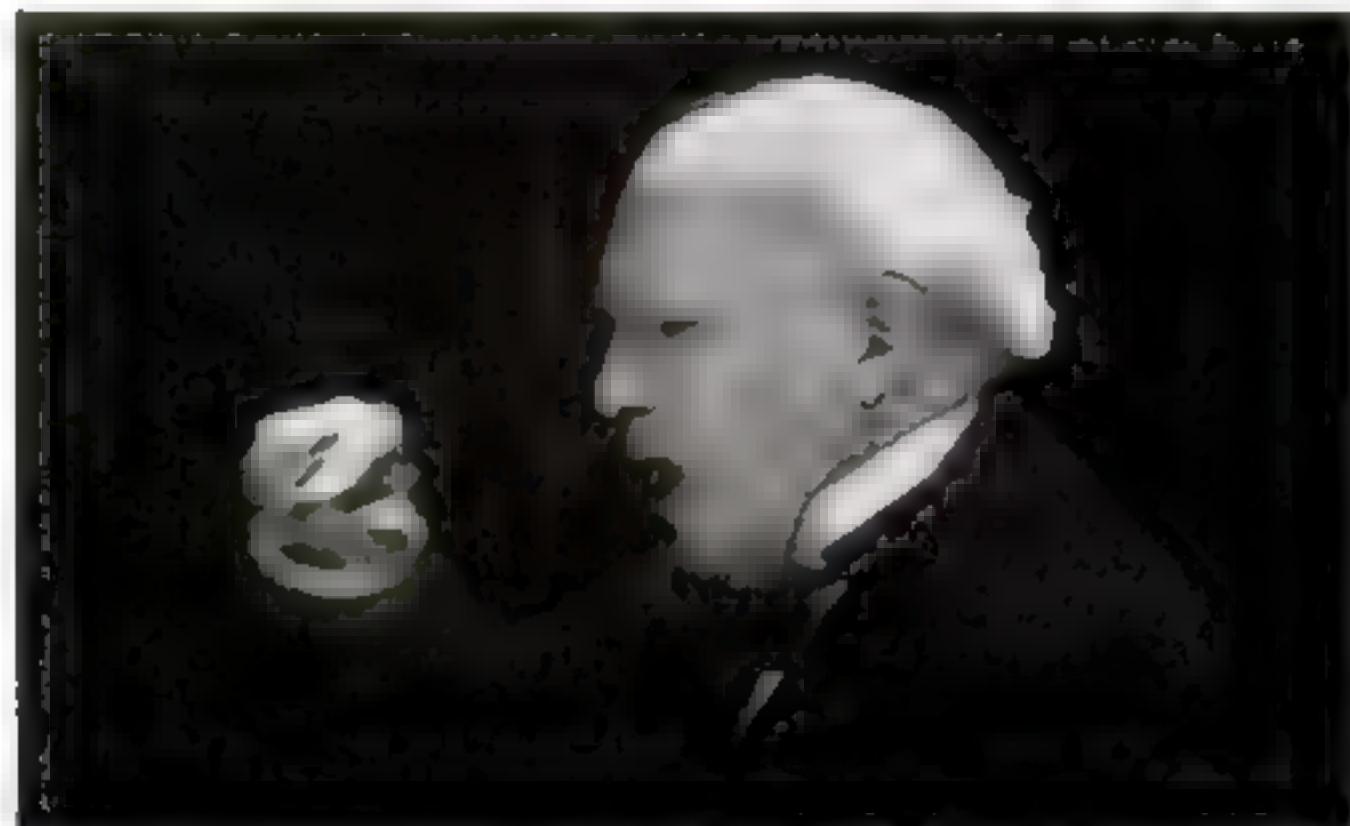
© BACARDI IMPORTS, INC.

TOSCANINI CONTINUED

BRIEFLY, THE OLD FIRE



TOSCANINI AIMS BALEFUL LOOK AT ERRING PLAYERS AS MUSIC BEGINS



ROARING IN BOTH ANGER AND SONG, HE GETS PLAYERS BACK ON BEAT



SUDDENLY LOST IN HIS MEMORIES, MAESTRO STARES OFF INTO SPACE

CONTINUED ON PAGE 78

The American Medical Association voluntarily conducted in their own laboratory a series of independent tests of filters and filter cigarettes. As reported in the Journal of the American Medical Association, these **tests proved** that of all the filter cigarettes tested, one type was the **most effective** for removing tars and nicotine. This type **filter is used by Kent...and only Kent!**



IMPORTANT to every smoker who has ever been bothered by nicotine and tars are these findings of the laboratory of the American Medical Association.

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And remember, KENT and *only* KENT has the

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- 3 SHOCK-RESISTANT
- 4 ANTI-MAGNETIC
- 5 UNBREAKABLE MAINSPRING

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For the complete Mido story write for booklet R44

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TOSCANINI CONTINUED

ENTRANCE, FINAL EXIT



FOR THE LAST TIME Toscanini walks to podium. Out in audience people were mopping their eyes, sensing that they might never see him conduct again.



WAITING BACKSTAGE, maestro's son, Walter (center) and NBC executive Samuel Chotzinoff (second from right) watch as Toscanini comes up stairs.



LEAVING THE HALL, Toscanini avoids the stage-door exit to escape a demonstration, his head bowed as he ends already legendary 68-year career.



You'll find some of America's most distinctive structures in New Mexico. Here is Santa Fe's pueblo-style Art Gallery. Next door is the Palace of the Governors Museum, oldest

governmental building in the nation. Wherever you live in the U.S., you can drive to New Mexico, tour this Land of Enchantment and return home within two weeks.



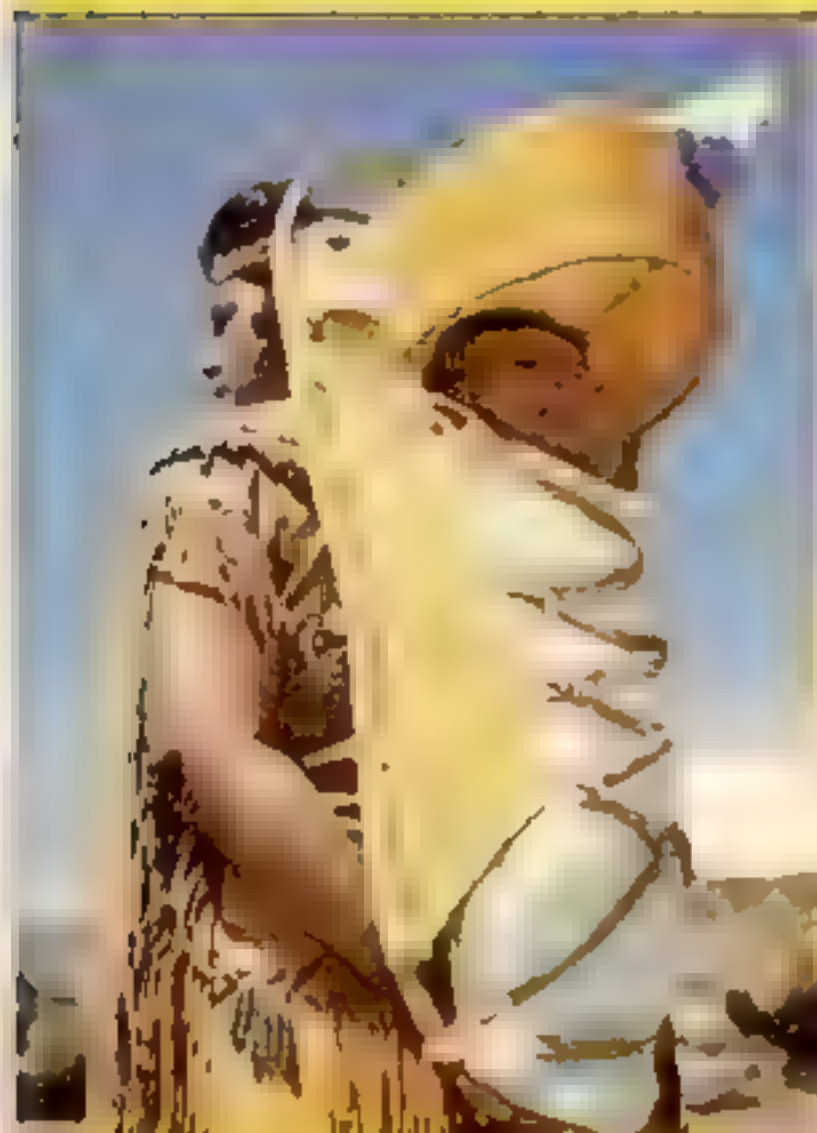
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NEW MEXICO

LAND OF
ENCHANTMENT

FREE BOOKLETS AND MAPS! Write New Mexico State Tourist Bureau Box 1730, Santa Fe, New Mexico.



Exotic Curry

SPICY AND PRETTY, IT IS PRACTICAL TO MAKE

There is no prettier meal to serve than curry nor any that leaves more latitude for experiment. A curry is not so much cooked in the kitchen as it is concocted in the imagination, for any kind of food—fish, fowl, meat or vegetable—can be used in it. And the variety of condiments which can be served with a curry seems boundless—anything from kitchen staples like potato chips to exotic specialties like crystallized violets.

Along with being exotic, curry is also practical. It may be made from leftovers, and actually tastes better when warmed up a day or two after cooking. Since a busy U.S. housewife can prepare it at her leisure, store it in the refrigerator and reheat it for her family or guests, the dish is being served with increasing regularity in the U.S. Added cause for its popularity is the discovery by experimenting cooks that curry does not need to be hair-raisingly hot but can be made as bland as taste demands. The four recipes on the following pages are basic, but variations are almost unlimited.

Shown at left are three curry dishes, two rice dishes and 30 condiments. Starting lower left in the round bowl is Indian chicken curry. The traditional condiments circling it in brass dishes with wooden handles are, from left, white raisins, dark raisins, chopped chives, chopped baked ham, shredded Bombay duck, mustard pickle, pickled walnuts, crumbled potato chips. At bottom left in the pink bowl are crystallized rose petals. Above the bowl of curry are kumquats. Above them is fresh chutney and at top left rice pilau. An alternate is the rice with chopped parsley in the big pink bowl. In the center foreground is chutney, behind which are chopped peanuts and shredded coconut. Behind the Indian sacred-cow bell are chopped lemon peel and orange marmalade (*at left*), fresh scallions and radishes, a bowl of pickles. Foreground right is shrimp curry. In front of it from left are watermelon pickles, crystallized violets, chopped lime peel; behind it are chopped egg yolk, sweet pickled onions, salted coconut flakes. In the brass bowl above the shrimp is curried lamb circled from left by guava jelly, chopped egg white, crystallized ginger, chopped green olives, chopped bacon. Behind the lamb curry is spicy lemon pickle and to the right, preserved ginger. Fresh fruits make the best dessert to serve with curry.

CONTINUED ON NEXT PAGE



BASIC CURRY RECIPES INVITE VARIATIONS

The meat, fish and vegetables on the opposite page suggest the wide range of food that can be curried. The spices and other ingredients are a few commonly used in curry sauces. Starting at the lower left opposite are lobsters. Right of the lobsters are a lemon, four walnuts with a scoop full of shelled walnuts behind them. Back of scoop is a bowl full of lentils. Surrounding lentils, from bottom, are whole black pepper, curry powder, salt, brown sugar, cayenne pepper, whole ginger. Left of Indian elephant-headed god is white wine. Either this or beer should be served with curry. Behind wine is a bowl of garlic bulbs, a tray of tomatoes, peas, string beans. Right of vegetables is a basket of curry powders, Worcestershire sauce. At upper right is a basket of eggs in front of which is a leftover roast turkey. Left of turkey are a bowl of walnuts, a tray of striped bass, sea trout, red snapper. To right of fish are red onions. In front of them are celery, lemons, limes, apples, used in curry sauces. Left of these is round steak. At lower right are coconuts and crabs.

There are over 200 varieties of imported and domestic curry powders available in the U.S. According to the curry authority, Florence Brobeck, author of *Cooking With Curry*, an experimental cook will try mild, hot and medium curry powders—just as she will use different ingredients to explore the unlimited variations possible in curry.

INDIAN CHICKEN CURRY

- | | |
|-----------------------------|---------------------------------------|
| 3 two-pound fryers, cut up | 4 medium-sized apples, cored, |
| 1 cup vegetable oil | pared and chopped |
| 1 cup finely chopped celery | $\frac{1}{4}$ teaspoon cayenne pepper |
| 1 cup finely chopped onions | $\frac{1}{2}$ teaspoon freshly ground |
| 3 tablespoons curry powder | black pepper |
| | 2 teaspoons salt |

Heat oil in heavy skillet, brown chicken. Remove chicken and set aside. Add celery and onions to oil in skillet. Cook until onions are golden brown. Add remaining ingredients. Cover and cook over low heat for 30 minutes. Place chicken in skillet with mixture, add 2 cups boiling water, cover and continue cooking over low heat 15 to 60 minutes or until chicken is tender. Serves 6. Turkey, duck or capon can be substituted for chicken. If leftovers are used, prepare the sauce separately and add the leftovers 15 minutes before serving.

SHRIMP CURRY

- | | |
|--|------------------------------|
| 3 pounds shrimp | 2 cups fresh milk |
| 3 coconuts | 2 tablespoons finely chopped |
| $\frac{1}{4}$ cup butter | whole ginger (or 1 teaspoon |
| $\frac{1}{4}$ cup finely chopped onion | ground ginger) |
| $\frac{1}{4}$ cup flour | 3 tablespoons lemon juice |
| 2 tablespoons curry powder | 1 tablespoon salt |

Shell and clean shrimp. Pierce eyes of 3 coconuts and drain milk. (If yield is less than 3 cups add water to make 3 cups.) Crack coconuts and grate meat. Heat coconut milk and pour over grated coconut. Let stand 20 minutes and drain. (Save grated coconut to use as condiment with curry.) Melt butter in large saucepan. Add onion and cook until transparent. Add flour and curry powder and stir. Add coconut milk and fresh milk and cook over low heat, stirring constantly until thickened. Add shrimp, ginger, lemon juice and salt. Cook uncovered over low heat for 30 minutes. Stir frequently. Serves 6. Any lean fish or shellfish cut in small pieces can be substituted for shrimp. Hard-cooked eggs can be used instead of seafood. Sauce should be prepared separately and quartered hard-cooked eggs added 10 to 15 minutes before serving. Note: If fresh coconut is unobtainable, combine 3 cups shredded coconut with 3 cups fresh milk and let stand 20 minutes. Bring to a boil, reduce heat and simmer 10 minutes. Strain.

To prepare whole ginger, cover with cold water and soak for one hour. Strain, squeeze out water and chop.

CURRIED LAMB

- | | |
|--------------------------------|---|
| 3 pounds lamb shoulder or neck | 4 tablespoons brown sugar |
| 4 tablespoons flour | 4 tablespoons raisins |
| $\frac{1}{4}$ cup butter | 2 tablespoons Worcestershire sauce |
| 2 cloves garlic, minced | 2 lemons, sliced |
| 4 large onions, sliced | 4 tablespoons shredded coconut |
| 4 small apples, cored, | $\frac{1}{2}$ cup broken walnuts |
| pared and chopped | $\frac{1}{2}$ teaspoon grated lime peel |
| 4 tablespoons curry powder | 1 tablespoon salt |

Cut meat into 2- or 3-inch squares. Dredge with flour. Melt butter in large saucepan. Add meat, garlic and onions and brown lightly, stirring constantly. Add apples and curry powder and cook 5 minutes more. Then add 2 cups of water and remaining ingredients. Bring to a boil, reduce heat and simmer for one hour or until meat is tender. Serves 6. Beef, veal or pork can be substituted for lamb. Almost any leftover vegetable may be added to curry during last 10 minutes of cooking.

CONTINUED ON NEXT PAGE



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Curry CONTINUED

CURRIED LENTILS

- | | |
|------------------------------|--|
| 1 cup lentils | 1 tablespoon flour |
| 2 tablespoons butter | ¼ cup white wine |
| 1 medium-sized onion, sliced | ½ teaspoon freshly ground black pepper |
| ¼ cup diced celery | 1 teaspoon salt |
| 1 tablespoon curry powder | |

Wash lentils. Cover with quart of cold water and soak for at least 5 hours, or better yet, overnight. Drain. Cover with fresh water and add salt. Cook covered over low heat for one hour. Drain. Melt butter in skillet. Add onion, celery and curry powder. Mix well. Add ¼ cup cold water, cover and cook gently for 10 minutes. Stir in flour and blend well. Add wine, lentils and pepper. Cook over very low heat for 15 minutes. Serves 6.

RICE WITH CHOPPED PARSLEY

To give boiled rice more taste, pour 2 cups raw rice slowly into 2 quarts boiling, well-salted chicken stock. Cook 15 to 20 minutes or until tender. Drain and set over hot water or on pan in warm oven (300°F.) for 10 minutes. Mix ¼ cup finely chopped parsley (about one bunch) through rice.

RICE PILAU

- | | |
|-------------------------|-----------------------------|
| 2 cups rice | 6 whole allspice |
| 1 cup butter | 1-inch piece stick cinnamon |
| 1 finely chopped onion | ½ teaspoon turmeric |
| 1 clove garlic, chopped | ¼ cup blanched almonds |
| 12 whole cloves | ½ cup raisins |
| 12 whole cardamom seeds | 2 teaspoons salt |

Wash rice thoroughly in cold water. Drain. Melt ¼ cup butter in large saucepan. Add onion and garlic and cook until transparent. Add rice and continue cooking, stirring constantly for 5 minutes. Add 4 cups of boiling water and all the spices. Cover and cook gently until all water is absorbed (about 30 minutes). Meanwhile, melt remaining ¼ cup butter in skillet, add almonds and cook and stir until almonds are golden brown. When rice is done, add almonds and raisins and mix well. Serves six.

FRESH CHUTNEY

- | | |
|----------------------------|--------------------------------|
| ¼ cup chopped onion | ¼ cup chopped sweet red pepper |
| ½ cup chopped green pepper | ½ cup lemon juice |
| 1 cup chopped fresh tomato | |

Combine all ingredients. Let stand at room temperature for one hour, stirring frequently. Chill. Serve cold. Makes 2 cups.

SPICY LEMON PICKLE

- | | |
|----------------------------------|--------------------------|
| 1 pound lemons, quartered | ¼ teaspoon garlic powder |
| 4 tablespoons crushed red pepper | 3 cups vegetable oil |
| 1 teaspoon paprika | 3 tablespoons salt |

Roll each lemon quarter in salt. Place in a quart jar. Cover and let stand at room temperature four days. Add red pepper, paprika and garlic. Heat oil. Pour hot oil over lemons. Cool. Cover and let stand at room temperature four days longer. Makes one quart.

MANY USES FOR CURRY

Curry powder, one of the most useful seasonings to have on the kitchen shelf, can be used to give added flavor to many dishes.

Curry broiled tomatoes: Sprinkle half tomatoes with pinch of sugar, pinch of salt. Cover with minced onion. Top with curry powder and broil until brown.

Curry and eggs: Blend curry powder into the spicy egg-yolk mixture, stuff into hard-cooked egg whites. Or put a pinch of curry powder in eggs while scrambling them.

Curry and soups: Season canned soups—vichyssoise, celery, chicken, shrimp, crab—with a dash of curry powder before heating. Add a dash of curry powder to clam or fish chowders.

Curry mayonnaise: Add curry powder to mayonnaise served with cold chicken, poached salmon, cold cuts.

Curry cream sauce: Add curry powder to cream sauce, serve over fish or seafoods.

Curry French dressing: Add curry powder to French dressing.

Curry butter: Mix curry powder with softened butter and use it as a spread for canapés, meat sandwiches, hot toast.

Curry sandwich spread: Blend curry powder into egg, meat or seafood sandwich spreads.

Curry cheese dip: Add curry powder and minced onion to cottage cheese, use as dip for potato chips and crackers.

Curry rice: Add curry powder as well as salt to the water or stock in which rice is boiled.

Curry baked beans: Add curry powder to baked beans before heating.



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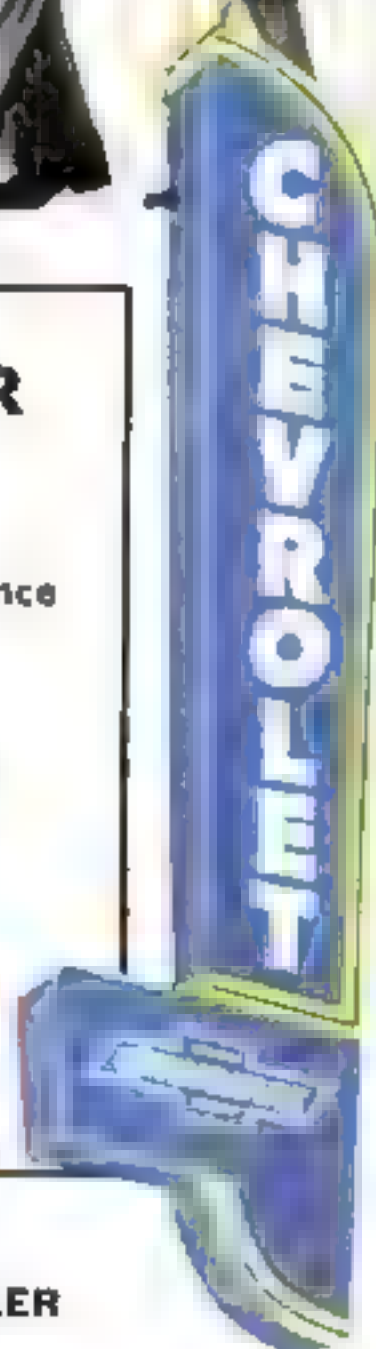
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New Old Dutch even banishes odors from burned grease, onions and fried fish. And it smells so nice itself—like pine trees in the rain.



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New Old Dutch won't make your hands rough or red. And it works equally well in hard water or soft—cold or hot.



You can't beat the Dutch
NEW
Old **DUTCH** CLEANSER
WITH "SUNSHINE SUDS"





PAUL DOUGLAS, WALTER PIDGEON, WILLIAM HOLDEN, FREDRIC MARCH, LOUIS CALHERN AND DEAN JAGGER STRUGGLE FOR POWER IN SUITE OF DEAD EXECUTIVE

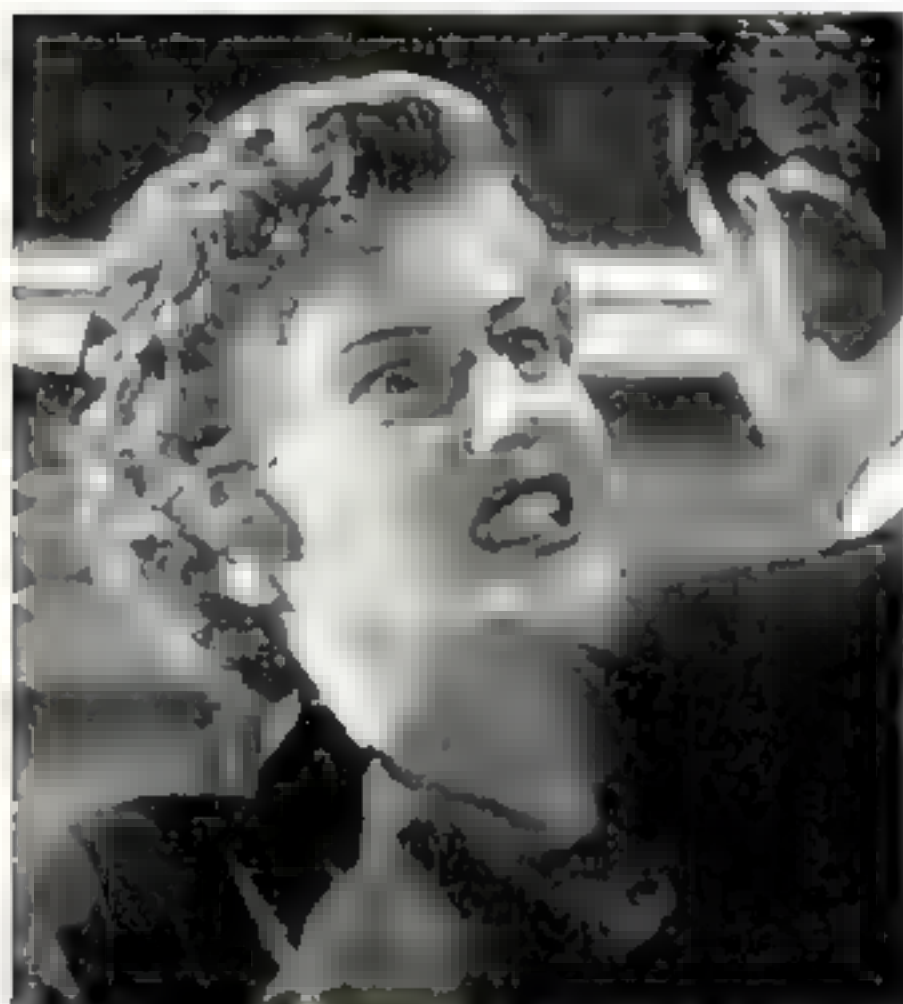
Eight Stars in a Boardroom

M-G-M SHOOTS THE WORKS IN A FILM FOR ITS 30TH ANNIVERSARY

For the film to celebrate its 30th anniversary in motion pictures this May, M-G-M has picked *Executive Suite*, made from Cameron Hawley's best-selling novel. And for *Executive Suite*, the studio picked a fabulous cast of eight stars—the first film in a long time in which the stars outnumber the bit players. It was graphic, and probably not accidental, proof that M-G-M, long vaunted as the studio of the stars, could still throw in an all-American lineup if it felt like it.

From both a box-office and critical viewpoint it was a good thing M-G-M felt like it. Without the attraction of top stars, a story about how five vice presidents of a furniture

factory, their associates and their pretty womenfolk argue their way into choosing one of their number as president would have about as much pulling power as a free lecture on postwar Swedish monetary reform—maybe less. As it is, the film has pulling power aplenty. The stars, at their very best, integrate their roles so well that it is hard to say which one shines brightest. The suspense, right up to the final scene above, is managed as tautly and surprisingly as a first-rate mystery thriller. And for a while at least you may even wonder who is going to get the job—sinister, calculating, profit-minded Bookkeeper Fredric March or capable, earnest, quality-loving Designer William Holden.



BARBARA STANWYCK, the founder's daughter, hated company for killing its chief, whom she loved.



JUNE ALLYSON, wife of young executive Holden, begs him not to neglect his family for top job.



SHELLEY WINTERS, Paul Douglas' secretary, is surprised in extra-office love affair with her boss.



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FANCY WIFE Lucille Knoch, whose husband Calhern is involved in shady stock deal, picks a bad time to reveal him of a plot to ruin the company



AMBITION-RIDDEN CONTROLLER March, who has been cornered by fair means and foul, tries to sound out Calhern in restaurant

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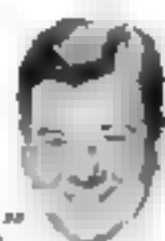
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"TISSUE TEST" photos show how Vitalis outdates messy oils



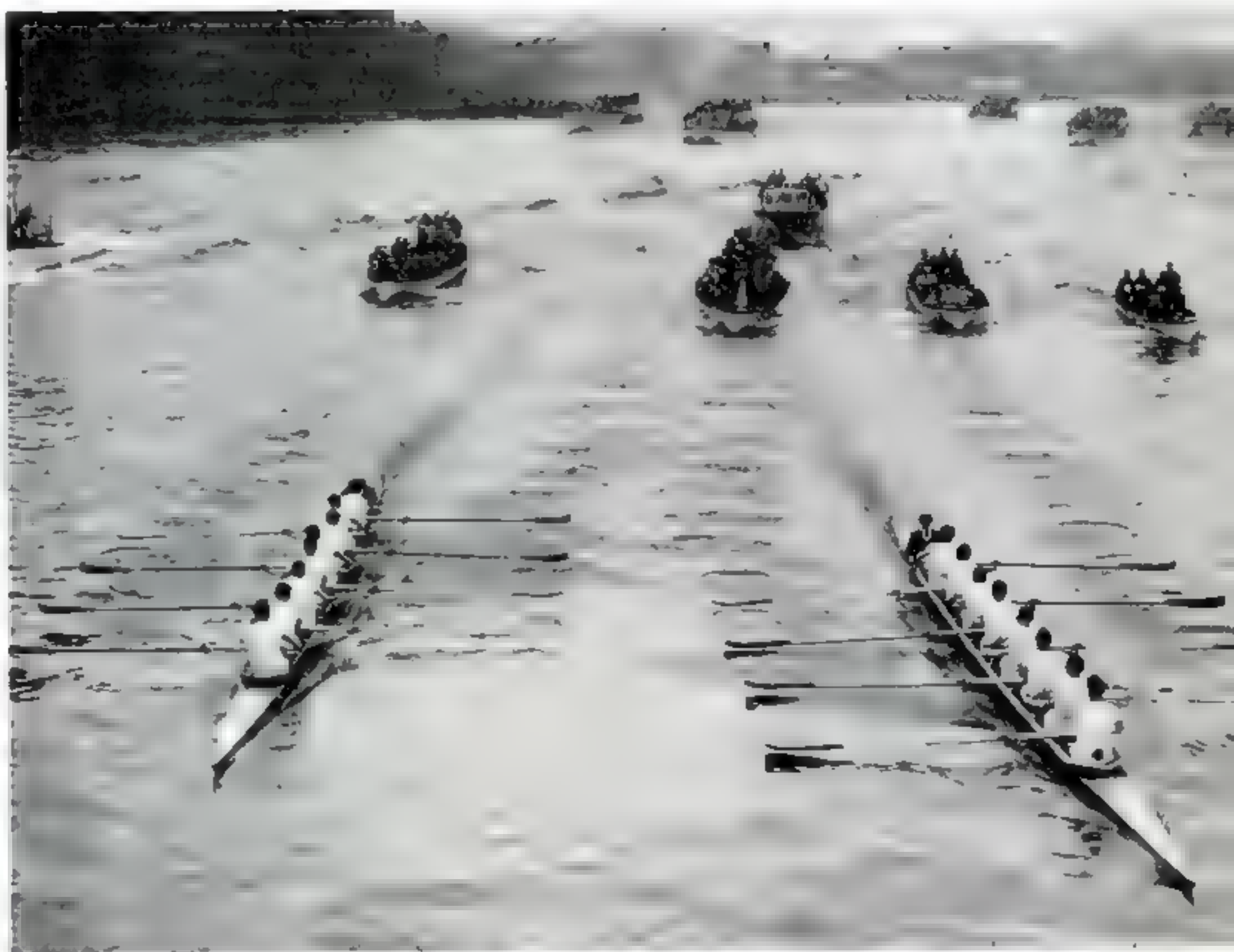
NEW VITALIS

MESSY OILS

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BEFORE RACE resolute Oxford stroke, J.J.H. Harrison, strides to boat for the grim test ahead.



OXFORD LEADS Cambridge early in the 1.2 mile race as boats bearing press and officials cling behind.

THE BIG 100TH TO OXFORD

Underdog wins over Cambridge

The determined tread and visage of the oar-toter at left is that of a man with a mission. All during winter practice J.J.H. Harrison, stroke of the Oxford University crew, had been straining at his oar. He and his mates had rowed 700 miles to get ready for just one race, the one with Cambridge. The fact that this was the 100th race in a historic series added to the urgency of the situation.

The night before, Harrison and his mates had taken phenobarbital to deaden their jumpy nerves and insure a good night's sleep. They were the underdogs as they strode solemnly out to their shell while 150,000 spectators lined the Thames River in London.

Oxford's oarsmen spurred ahead at the start and never lost the lead. At one point Cambridge wobbled dangerously in choppy water and one onlooker said in happy anticipation, 'Maybe we're going to see a sinking.' Nothing but Cambridge's spirit sank, as Oxford's soared (right). Oxford's victory was its 150th—against Cambridge's 54 and one tie—in the hundred meetings which have produced some stirring and surprising races (following pages).



AFTER RACE gleeful Oxford coxswain, W. R. Marsh, walks jauntily from dock in blue cap, blazer.

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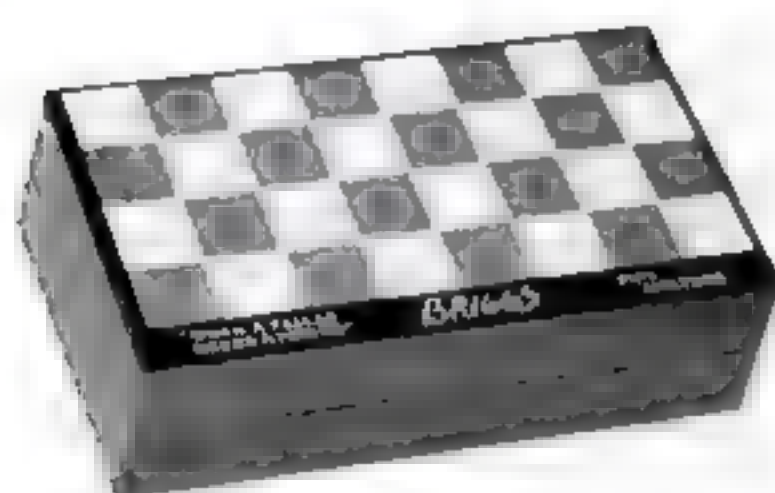
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your pipe
can hold!

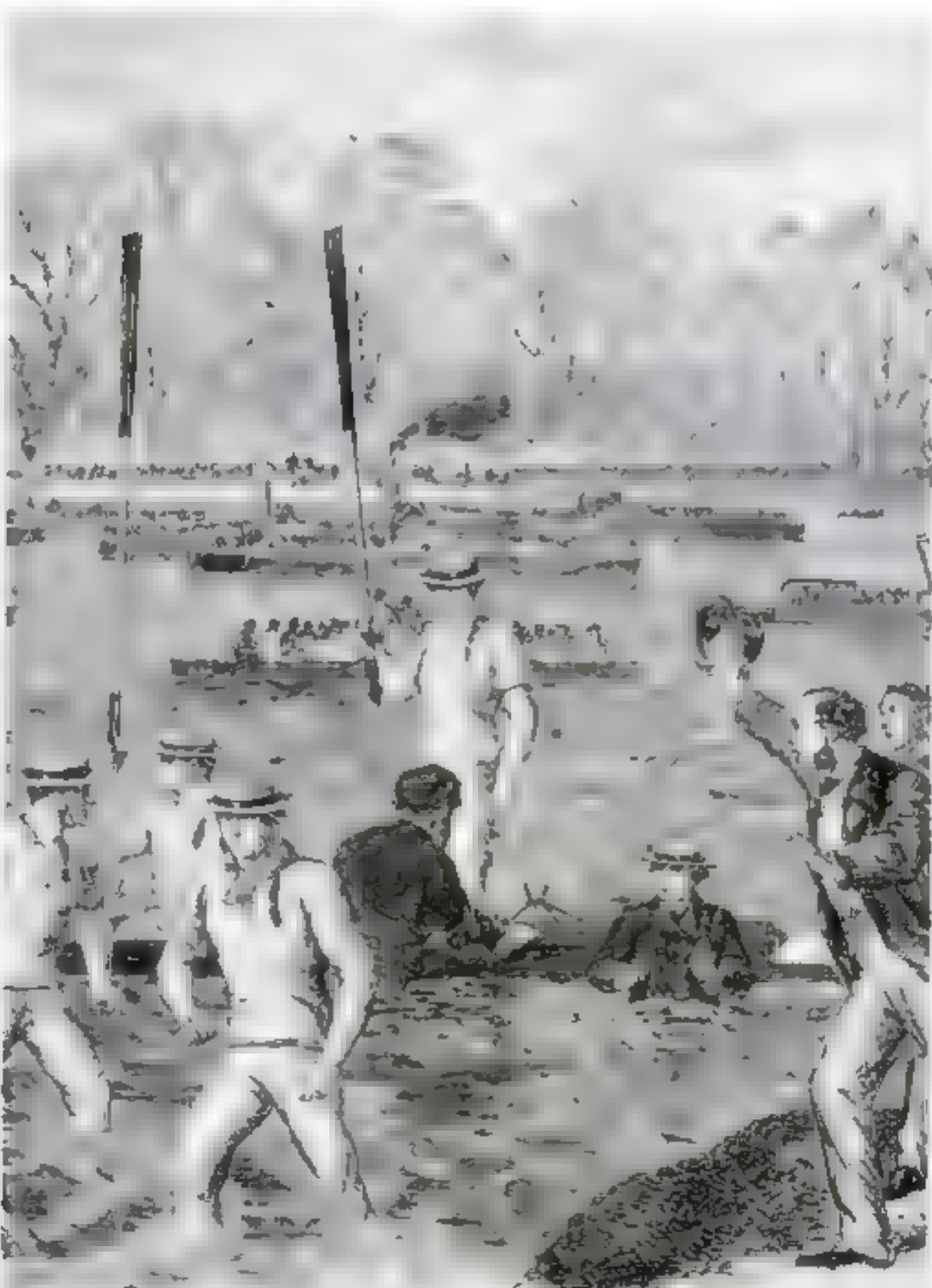


Big 100th to Oxford CONTINUED

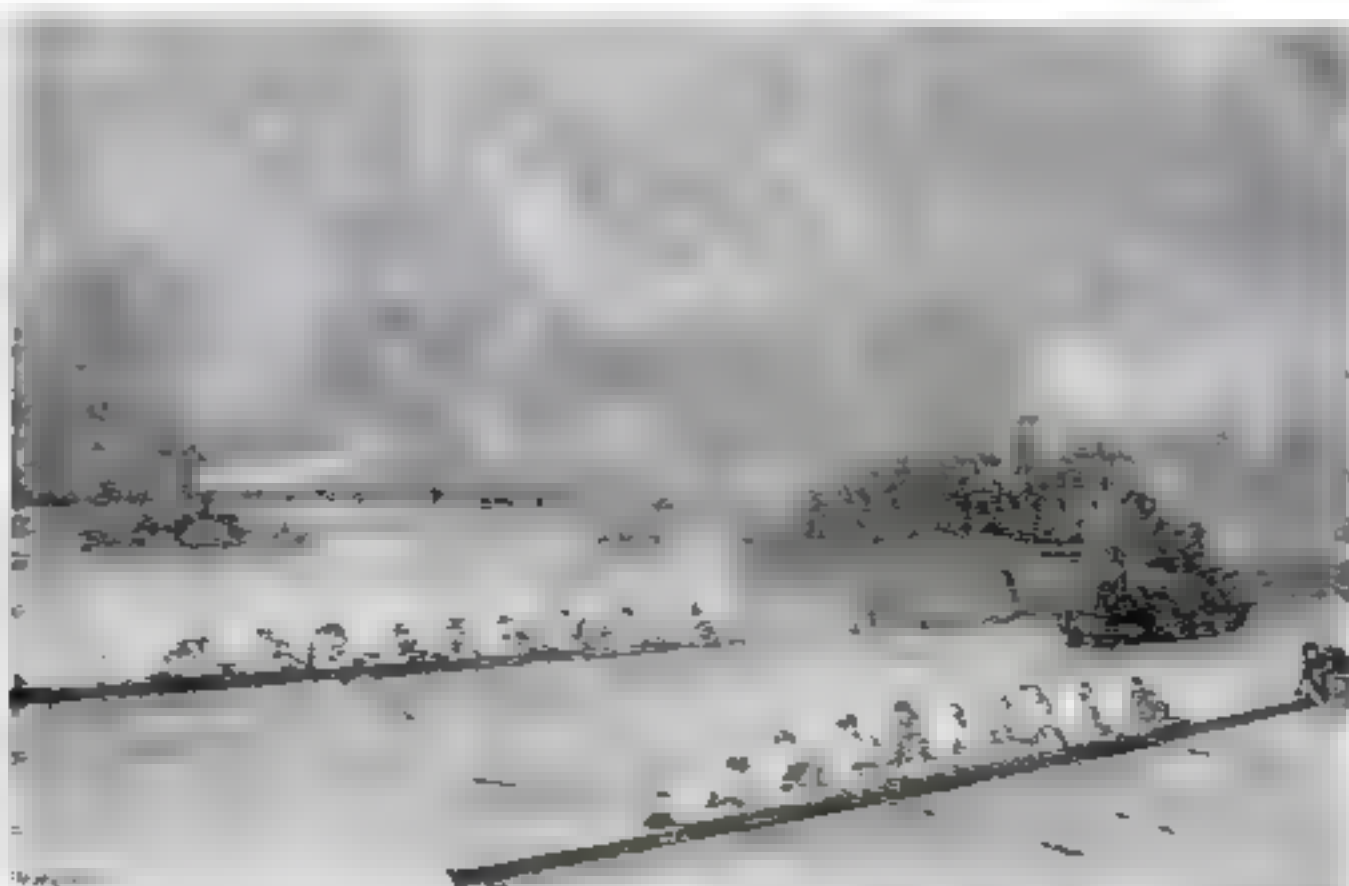
ODD MOMENTS OF 100 RACES



FIRST RACE in 1829 was rowed in crude longboats much heavier than modern shells. Cambridge, which lost, wore pink scarves; Oxford, straw hats.

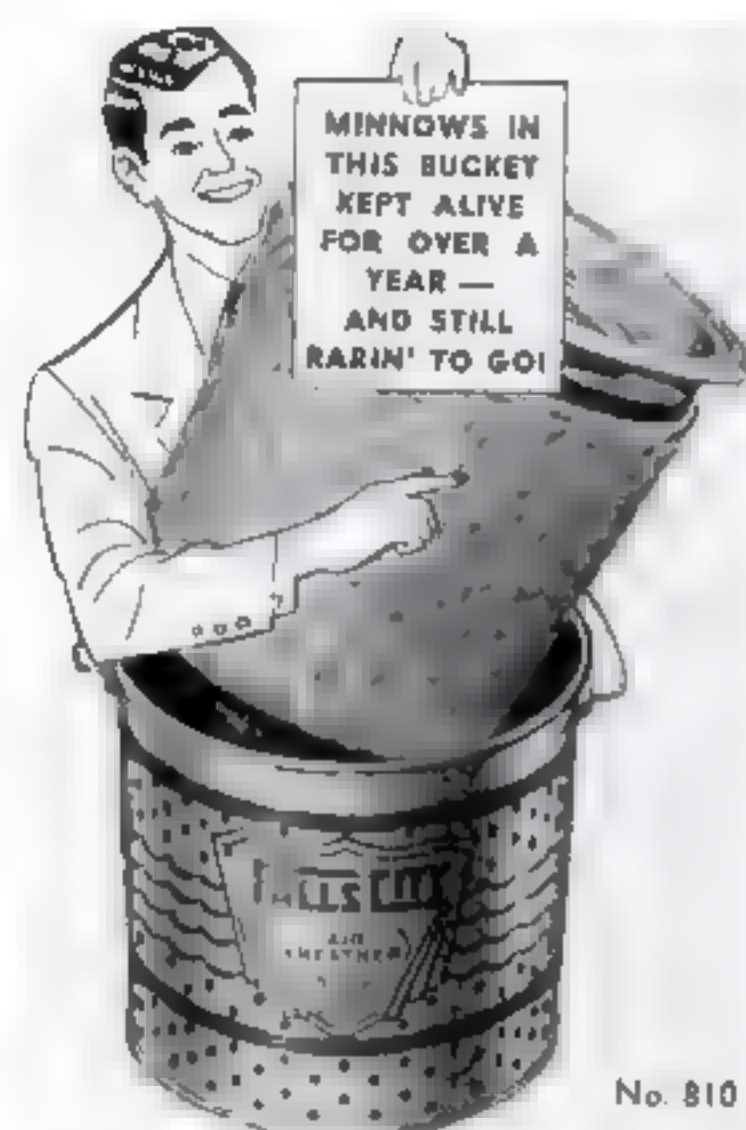


WET WINNERS from Oxford wade ashore amid congratulations of friends after 1863 race. Their boat finished the race but sank a few yards from shore.



BIG BLIZZARD failed to stop the race in 1872. Cambridge won despite broken rudder. Two years ago race was again rowed in a heavy snowstorm.

THE MIRACLE OF THE Minnow Marathon



No. 810

It's completely true — the Falls City Original Air Breather keeps minnows alive and active indefinitely. No pellets, pumps or other artificial oxygen supply necessary. Get more frequent bites with friskier bait. Buy the Falls City Air Breather today. At sporting goods stores everywhere.

ALSO MAKERS OF
My Country
TACKLE BOXES

The World's Largest
Manufacturer of
Tackle Boxes
and
Minnow Buckets

FALLS CITY DIVISION
STRATTON & TERSTEGGE CO., INC.
15th and Main Sts., Louisville, Ky.

*Exquisite Craftsmanship...
superb performance...*

The
Continental



At last a television set as charming as it is functional! The Continental is especially beautiful Swedish Modern design with graceful Tambour sliding doors that make it an outstandingly lovely piece, open or closed. Illustrated in Bleached Mahogany with Cardovan Mahogany legs. Available in Limited Oak and traditional ribbon striped Mahogany. Hipsy viewing with Olympics 21" Opticlear picture.

Olympic Custom line models are displayed by leading dealers from \$299.95 to \$795.00

Olympic
Dollar for Dollar Your Best TV Buy!

OLYMPIC BLDG., LONG ISLAND CITY 3, NEW YORK

CONTINUED ON PAGE 92

The only tissue that meets you halfway



Soft!

Strong!

Pops Up!

Have you discovered the wonderful difference between soft, strong Kleenex® and all other tissues? Because of its Serv-a-Tissue box, only Kleenex pops up to meet you halfway—serves just one at a time. Ends waste, saves you money.

And year after year, this tissue's higher quality makes today's Kleenex the finest you've known... just perfect for colds, for beauty duty; dozens of uses around your house. Keep a box in every room!

Listen to Arthur Godfrey Time—in the morning, CBS Radio-TV



Now everybody in the family
can be a
picture-taking "pro"!



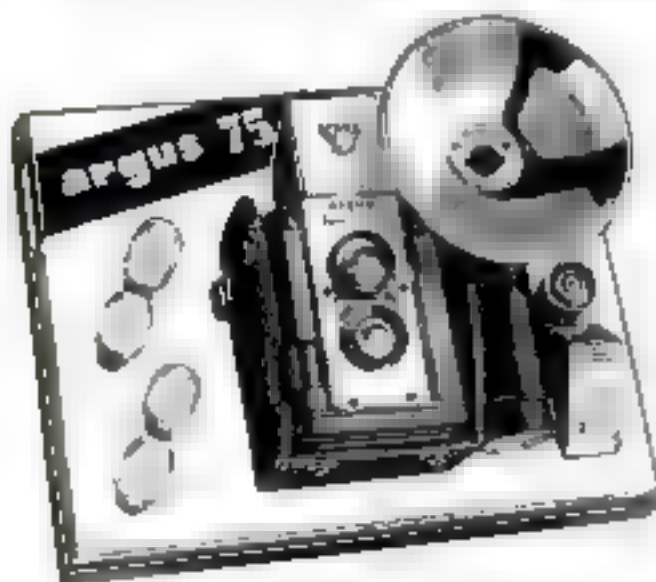
argus 75 \$14⁹⁵
case \$2⁵⁰ flash \$3⁸⁰

Its Lumar lens is always in focus to give you clear, bright pictures—in color or black-and-white. What's more, you get 12 big pictures with every roll of 620 film. And that's only one of the high-priced features that make the Argus 75 the quality camera in the low-priced field:

Double Exposure Preventer—Exclusive Argus "RED-i-dot" tells you when the camera is ready for your next picture! You can't take another picture until you wind the film.

Brilliant, Extra-Large Viewfinder—The picture you see is the picture you get!

Plug-in Flash Gun—No dangling wires, nothing to adjust! And when you've taken a picture you simply press the ejector button and the bulb pops right out.



**Argus 75
Gift Package
\$22⁵⁰ complete**

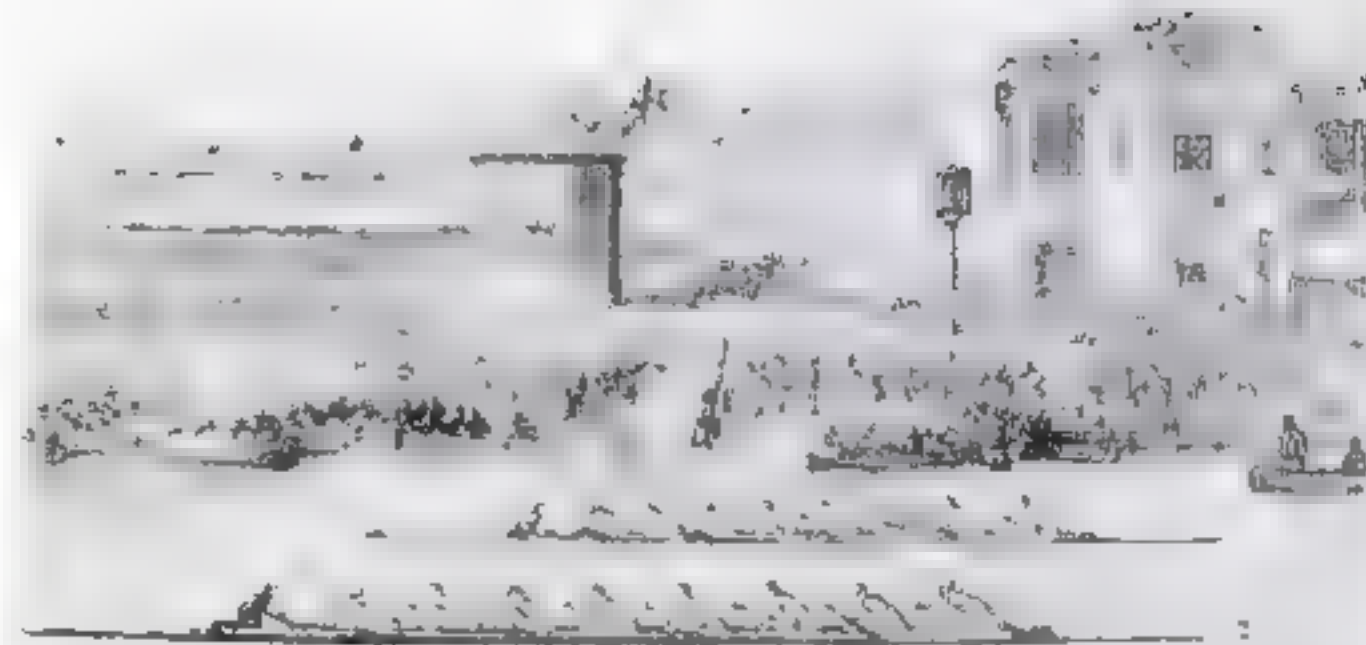
You get everything you need for picture-taking, indoors or out . . . Camera, flash gun, leather carrying case, flash bulbs, batteries and film. There's nothing else to buy!

argus

—world's easiest cameras to use

Copyright 1954, Argus Cameras, Inc., Ann Arbor, Michigan. All prices include Federal Excise Tax where applicable, and are subject to change without notice.

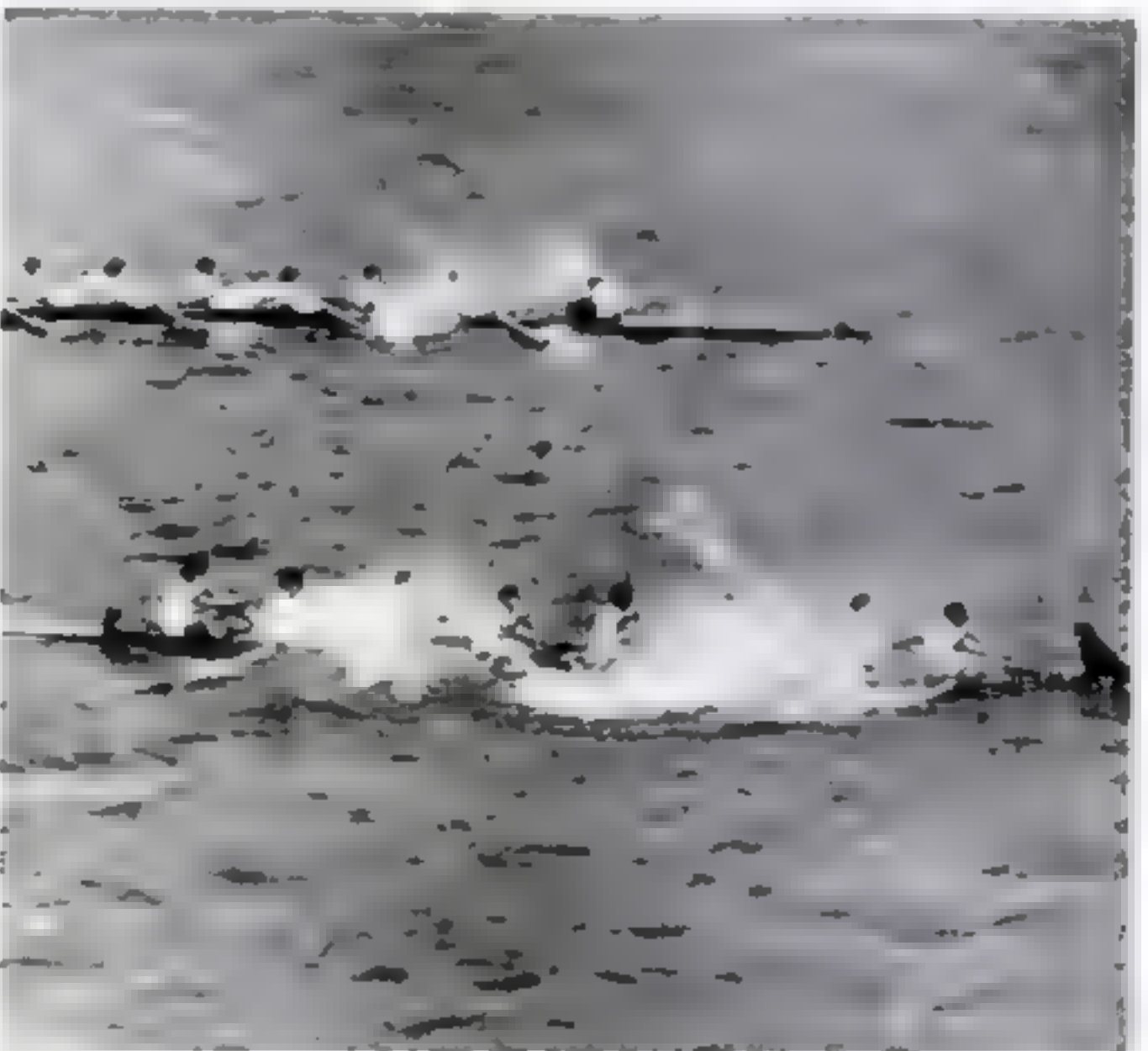
Big 100th to Oxford CONTINUED



DEAD HEAT took place in 1877 when Oxford, with a big lead, broke an oar. Cambridge's rowers, who were far behind, took heart and came on for a tie.



DOUBLE DISASTER occurred in 1912. At top Cambridge crew sits partly submerged as Oxford (bottom) struggles to keep going. Both finally foundered.



ROUGH WATER in 1951 bothered both shells. Oxford, "catching crabs" in foreground, sank later. The race was called off and rerun. Cambridge won.



Brewed to the American taste . . . to the American figure

Ballantine Beer watches your belt-line

...with fewer calories than any other leading beer

It's good to know that nowadays practically all beers are lower in calories than they used to be . . . that all are starch-free . . . that none has more than a negligible trace of sugar.

Especially good to know—if you're counting up your calorie quota—that independent laboratory tests show Ballantine has fewer calories than any other leading beer.

But Ballantine, you know, not only watches your belt-

line. Ballantine Beer is brewed to the American taste as well as to the American figure.

Ballantine Beer is the product of 114 years of brewing experience. Brewed from nature's finest barley malt and hops, it has the same full flavor and fine character that have made it one of America's largest selling beers.

Next time, ask the man for Ballantine Beer—the low-calorie beer with the wonderful flavor that chill can't kill!

P. Ballantine & Sons, Newark, N. J.



"m-m-m, the wonderful flavor that chill can't kill!"

THE GROWING TREND TO LINCOLN

LET LINCOLN SHOW YOU WHAT



1. Lincoln Capri Convertible showing new look from the rear. 2. Lincoln Capri Custom Coupe in Regent Black and Columbia Blue.

If you see a house that is low and glass walled, a country club whose buildings fit the terrain, people whose living is up to the moment, you'll become aware of a new trend in modern motoring—the growing trend to Lincoln.

With those whose living is modern, the trend is toward beauty with a purpose—as in the new 1954 Lincoln. And a good long look tells you why you see an ever increasing number of Lincolns on the road.

From the outside, you see an uncompromisingly straight design. No bulging sides nor curving fenders, not a trace of useless line. Striking new styling front and rear, a new look along the sides that is the

spirit of 1954. The sides are flat, the fender line is crisp, the car has the clean-lined look of modern design. Inside, you see even more.

You've never seen such dramatic colors and fabrics on wheels before. Nylons, gabardines, moirés, genuine leathers—available in Capri sedans as well as in convertibles and coupes—with shades ranging from pale ivory to glowing reds and deepest blacks.

Next—you try the magnificent V8 engine and discover why this power plant has been acclaimed by many engineers as the finest ever came off a production line. There's new 16 and 116 with the aid of Lincoln's new 4-barrel carburetor. Never have you received such

MODERN DRIVING MEANS!



(Performance note: Lincoln again won first four places among all stock cars in Pan-American Road Race.)

response from so light a toe-touch. Never have you known such superb control. For only Lincoln among fine cars gives you ball joint front wheel suspension for better handling. And you can have Lincoln's power steering, power brakes, the 4-way power seat, and electric power window lifts.

If you like your living modern, if you want to drive the way you live, there is only one thing to do. Accept your Lincoln dealer's invitation to try a Lincoln or the Lincoln Capri. We believe you will never go back to old-fashioned driving!

LINCOLN DIVISION • FORD MOTOR COMPANY

NEW 1954 LINCOLN

DESIGNED FOR MODERN LIVING—POWERED FOR MODERN DRIVING



Keep your Injun running!

A heap big glass of Florida orange juice is a fountain of quick energy and important vitamin C—one vitamin our bodies don't store. We need it every day. There's a plentiful supply in Florida orange juice. And it's a "drugstore" of other vitamins and minerals besides. Give your children all they want—at least a full, big glass every day. You can serve your family Florida orange juice—fresh, canned, or frozen—for 4¢ to 5¢ a glass.

Florida Oranges

Florida Citrus Commission, Lakeland, Florida



Available 3 delicious ways . . .

Florida Fresh-Frozen Concentrate. Pure juice of fully ripe fruit—no sugar added. Year-round source of the flavor and vitamin C of fresh oranges. No fuss, no muss to fix.

Florida Fresh. The thin-skinned, true juice oranges—more juice, less squeezing per glass. Florida's warm sun, cool rains, and rich soil give them a sweeter sparkling flavor, a healthful wealth of golden vitamin C.

Florida Canned. Easiest way to store and serve delicious, fully ripened Florida orange juices. Ready in seconds anytime, all year.

With 3 to 5 times the vitamin C of non-citrus juices



HUMMINGBIRD GLIDES OVER SAN FRANCISCO, HAVING GAINED ALTITUDE WITH ENGINE AND PROPELLER STANDING ON TRIPOD JUST BEHIND COCKPIT

A NEW SIGHT IN SOARING

Unique glider has an engine and propeller which help get craft off the ground and then disappear

At an airport near San Francisco last week the strange, streamlined craft shown above sputtered noisily down a runway and took off. Its flimsy-looking engine, mounted on a gawky tripod behind the cockpit, was turning out 40 hp despite its insecure look. When the craft had gained altitude, the engine retracted into the fuselage and disappeared (below), leaving the newest thing in glider planes to soar silently over the city.

The unique plane, named the Hummingbird, takes most of the risk out of the sport of gliding. It also eliminates the cost of being towed at the take-off. Inventor Ted Nelson and Designer Harry Perl got the idea of building a glider with a disappearing engine after 18 years of flying engineless craft. The first model so impressed other glider enthusiasts that Nelson and Perl are building six others for sale. The price: \$7,000.

SECONDS AFTER THE PICTURE AT TOP, ENGINE HAS VANISHED COMPLETELY FROM VIEW, RETRACTED INTO THE FUSELAGE TO CUT DOWN ON AIR RESISTANCE



BETTER THAN BEER?



can it be?



Try Carling's Red Cap Ale



...and see!

At Carling's we brew both beer and ale—and each is mighty popular. But more and more people are telling us Carling's Red Cap Ale gives them more pleasure than any beer they ever tasted. They say it's light and dry as the smoothest beer, yet with that extra flavor—that "heart" which only a fine ale can provide! They call it the "light-hearted" ale.

Tonight, why not try it? See whether you are one of those who find Carling's Red Cap Ale tastes even better than beer!

CARLING'S
Red Cap Ale

© CARLING BREWING COMPANY, CLEVELAND, OHIO



New Soaring Sight CONTINUED



RETRACTING DEVICE, caught in operation by automatic Life camera mounted on tail of plane, begins when whirling propeller (top) stops in a vertical position (second from top). Engine and tripod, operated hydraulically, recede forward as covering flaps swing outward and close over the opening (bottom). Engine can be raised out of hatch and restarted in an emergency.

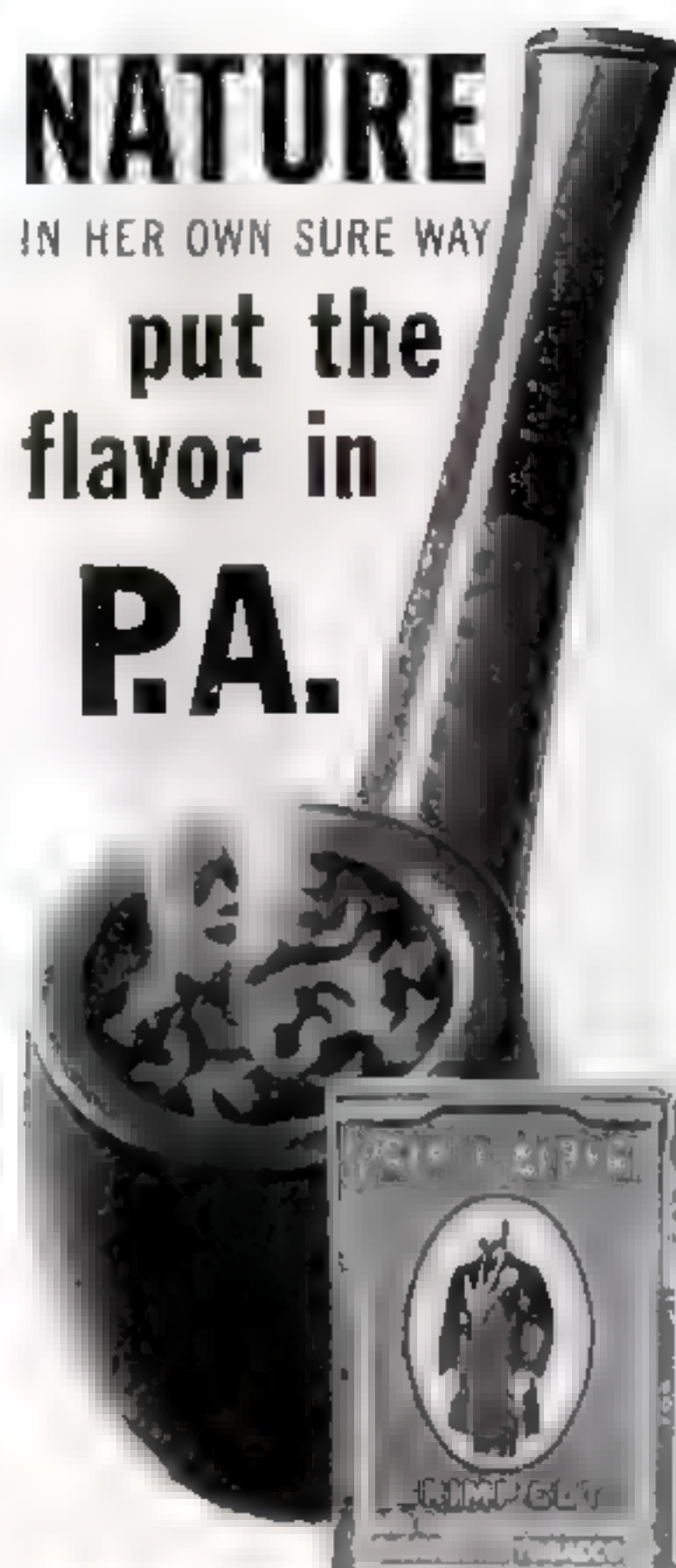
CONTINUED ON PAGE 100

NATURE

IN HER OWN SURE WAY

put the
flavor in

P.A.



PRINCE ALBERT

America's largest-selling smoking tobacco

**BRIGHTER
SHINES**
in 1/2 the Time!



KIWI

(KEE WEE)
SHOE POLISH

18 Popular Colors and Neutral. Also Liquid White

for **QUICK RELIEF** of

HEADACHE NEURALGIA

Stanback's prescription formula contains several fast acting ingredients, scientifically compounded into easy to take tablets and powders—Dissolves quickly—Goes to work fast to relieve pains of simple headache—neuralgia—discomforts of over-indulgence in food or drink. No unpleasant after symptoms.

Snap
Back

with



Guaranteed by
Good Housekeeping

Now...Beauty and Comfort a room air conditioner that
FITS FLAT WITH THE WALL
NO BULGE...IT'S A MITCHELL



**the Brand* rated first
in cooling power**
by this independent laboratory test

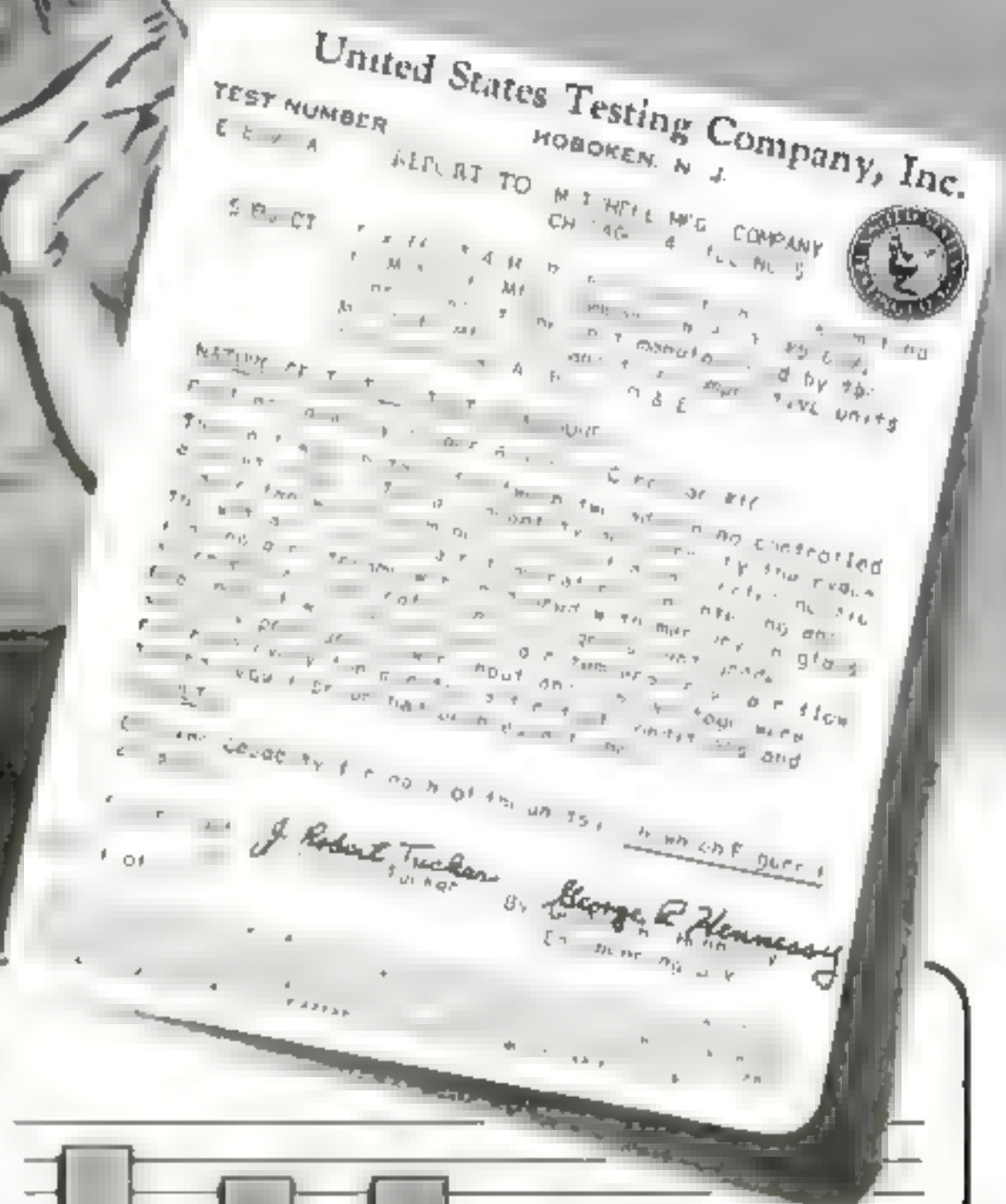
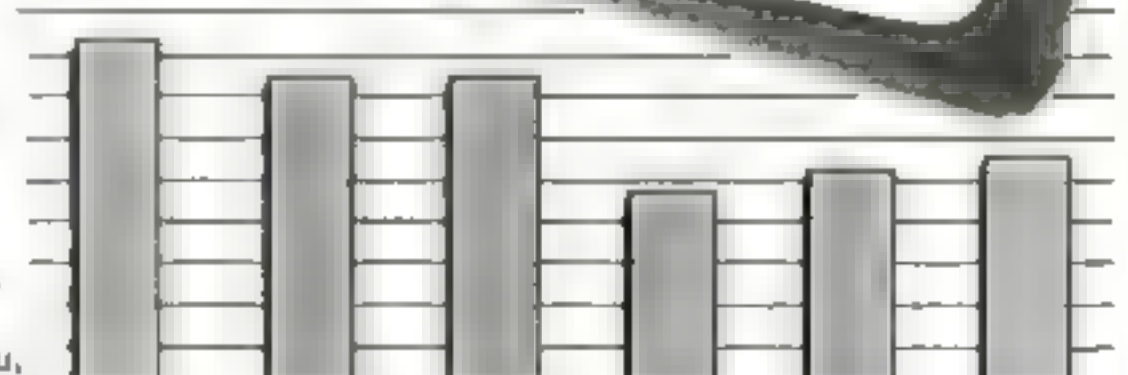


Chart of
Figure 1

Cooling
Power
in
B.T.U./hr.

1000 b.t.u.



MITCHELL Brand A Brand B Brand C Brand D Brand E
Model M-344

*results based on test of a 3/4 h.p. unit of 6 leading brands.

Look again at this revolutionary new space saving Mitchell Room Air Conditioner. There's nothing like it for comfort, performance and styling. *It does more for you than any other Room Air Conditioner* with the easy to operate single-knob *Weath'r-Dial*... it cools, it filters, it de-humidifies, it circulates, it ventilates, it exhausts, it heats. *It's a one* has all the superior features, the extra value you've been looking for... at no extra cost. **It's a Mitchell.**

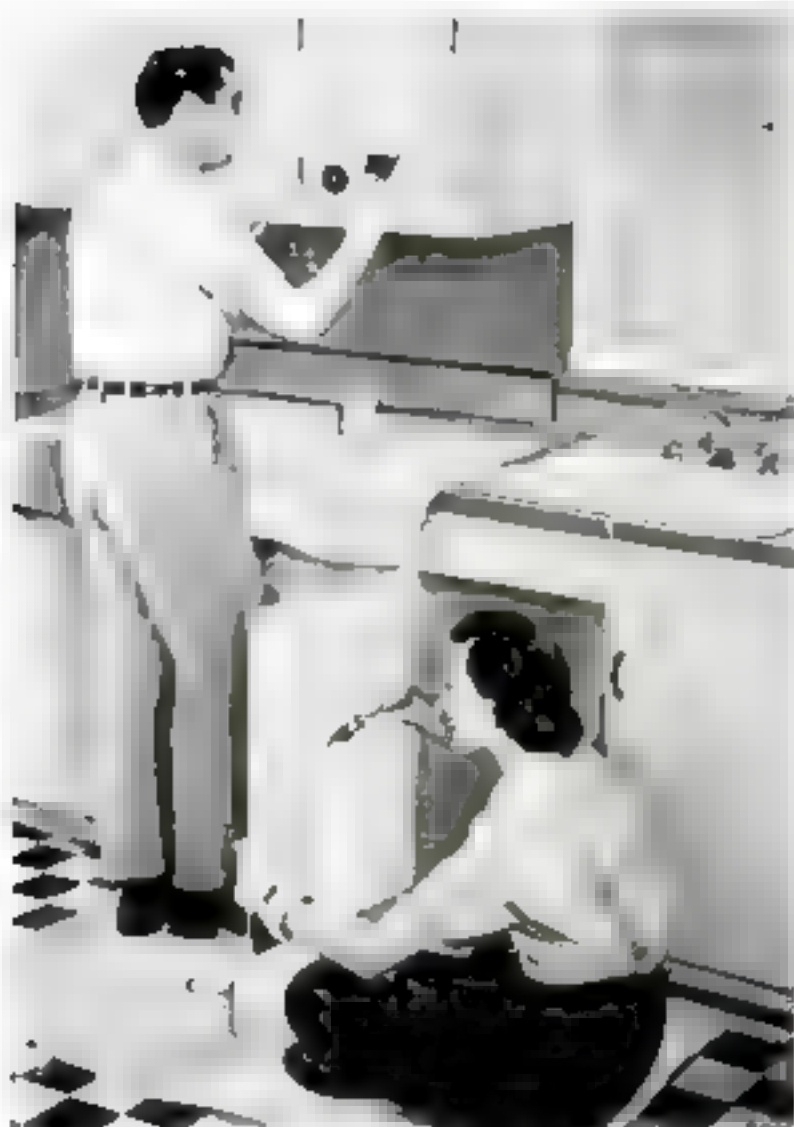
Write today for free full color booklet.

there's a Mitchell dealer near you... Look under "Air Conditioning" in the classified pages of your phone book

Mitchell Manufacturing Company
Dept. 15, 2525 Clybourn Ave. • Chicago 14, Ill.
In Canada, Mitchell Mfg. Co., 19 Waterman Ave., Toronto, Canada

MITCHELL
the world's finest
room air conditioner

*Lay on enamel
fast and smooth...*



HERE'S HOW: On cabinets, table tops, and small flat surfaces, start from the center and work out. Flow enamel off brush rapidly, avoiding overlaps. Do the sides last. Select the right-sized brush for the job and, most important, always...

**Use brushes with
bristles of Du Pont**

TYNEX
TRADE MARK

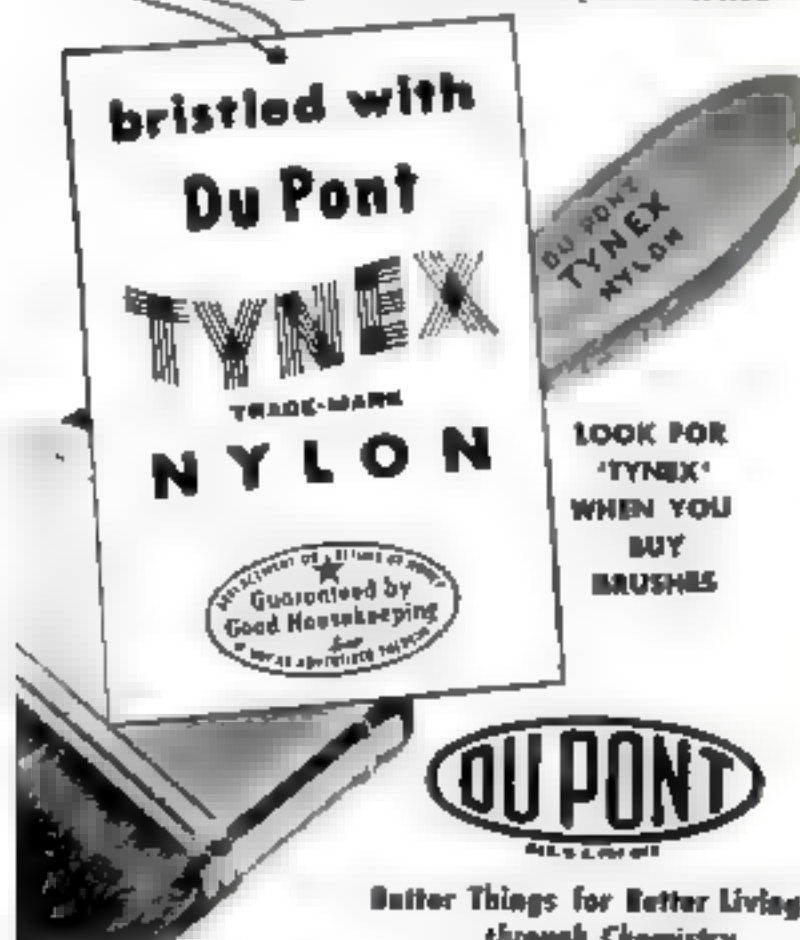
nylon

On every painting job, you'll find work-saving advantages in paintbrushes bristled with "Tynex." Whether used on inside woodwork or outside clapboard, you can count on Du Pont "Tynex" nylon bristles to pick up a full load of paint every dip... and flow it on smooth as satin.

Then, too, you'll save time in cleaning. Bristles of "Tynex" clean easily in any commercial cleaner. And they last 3 to 5 times longer than other types of bristles.

So look for the trade-mark "Tynex"—on tags and handles—the next time you buy a paintbrush. Then you can be sure you're getting genuine Du Pont nylon bristles that carry the Good Housekeeping Guaranty Seal.

"Tynex" is the new trade-mark for genuine Du Pont nylon bristles



DU PONT
Better Things for Better Living
... through Chemistry

New Soaring Sight CONTINUED



ENGINE DESIGNER Ted Nelson, a mechanical engineer and gliding fan, pulls Plexiglas cockpit cover in place. Behind him is engine ready for take-off



BODY DESIGNER Harry Perl, who created all-metal plane no heavier than conventional wood and fabric craft, inspects the partially retracted engine.



**Why 9 out of 10
barbers recommend
JERIS**

**LARGEST SELLING GREASELESS
ANTISEPTIC HAIR TONIC**

Especially formulated for men who dislike greasy, oil dressings, Jeris is recommended by 9 out of 10 barbers; is America's largest-selling greaseless, antiseptic hair tonic.

Jeris never leaves hair with a plastered-down look; never stains hat hands, linen or furniture. Jeris and massage stimulate the scalp, help improve circulation, kill dandruff germs* on contact.

Women admire its clean, crisp, masculine fragrance. Get Jeris Antiseptic Hair Tonic at drug counters, today. For professional applications, see your barber.

OTHER FINE JERIS PRODUCTS INCLUDE:
JERIS LANOLIN ENRICHED HAIR OIL... JERIS TALC...
JERIS, THE BEFORE-AFTER SHAVE LOTION
JERIS CREAM HAIR TONIC

*Phytoporum Ovale which many authorities recognize as the cause of infectious dandruff



**A PERFECT FOOD
NEEDS PERFECT
PROTECTION**

**SAYS T. J. KULLMAN, VICE-PRES. OF
BOWMAN DAIRY COMPANY, CHICAGO**

"Every bottle of milk is a treasure chest of goodness. It's always as refreshing as it is nourishing. That's why we like to protect the purity and wholesomeness of our milk every second of the way to our customer's table."

And in millions of homes when good milk finds its way to you, it's double-protected by famous Sealright plastic-coated paper closures. First the regular cap, then a Sealright closure, covering the pouring surface completely, always guarding your milk against outside contamination.



Today and Every Day
20,000,000 People Will Use a
Sealright Container or Closure



See John Cameron Swayze, Mon.-Fri. on "News Caravan" and watch "Vacationland America" with the Swayze family on NBC. Hear John Cameron Swayze News on NBC radio Tues., Thurs., Fri.

18th-century chest in mahogany. Drawer in base, simulated drawers above. Model #2221. Lane Table, #386. Chest, **\$79.95***

"My Lane Cedar Chest...the nicest Mother's Day surprise I ever had!"

Says Mrs. John Cameron Swayze, wife of the noted news analyst

"I've never seen such a handsome, practical piece of storage furniture as my lovely Lane," exclaims Mrs. Swayze. "Or," she adds, "a more perfect Mother's Day gift! Take it from me—no woman ever had enough storage space!"

It's true. Nothing you might give Mother on her day could be so precious to her as a Lane Cedar Chest. It's the gift that says, more enduringly than words, how much she means to you.

She'll treasure her Lane for the beauty it brings to her home—and for the heavenly storage space it offers. A Lane protects blankets, linens, costly woolen

suits, coats, sweaters, keeps them sweet-smelling and fresh—safe from moths and dust—as no other storage method can. (Why, just one nice garment saved from moths can pay for a Lane!)

Because there's a Lane Chest to suit every taste, blend with every style of decoration, you can easily choose one that's just right for Mother's Day. Why not pick it out today? Lanes are sold at most leading furniture and department stores.

Lane is the ONLY pressure-tested, aroma-tight cedar chest. Made of 3/4-inch red cedar in accordance with U. S. Government recommendations, with a free moth-protection guarantee underwritten by one of the world's largest insurance companies, issued upon proper application. Helpful hints for storing are in each chest. The Lane Company, Inc., Dept. L, Allavista, Va. In Canada: Knechtels, Ltd., Hanover, Ont.

Many Lane **\$49.95***
Chests at... Easy terms

Also makers of Lane Tables

LANE CEDAR CHESTS (MOTHER'S DAY IS MAY 9th)

*\$5.00 higher in the West due to higher freight costs—slightly higher in Canada.



Modern Console in blond oak. Interior drawer, adjustable shelves. Consoles also in other styles. Model C-108—\$99.95 *



Handsome 18th-Century Chest in rich mahogany with Lane's convenient self-lifting tray. Model #2601—\$59.95.*



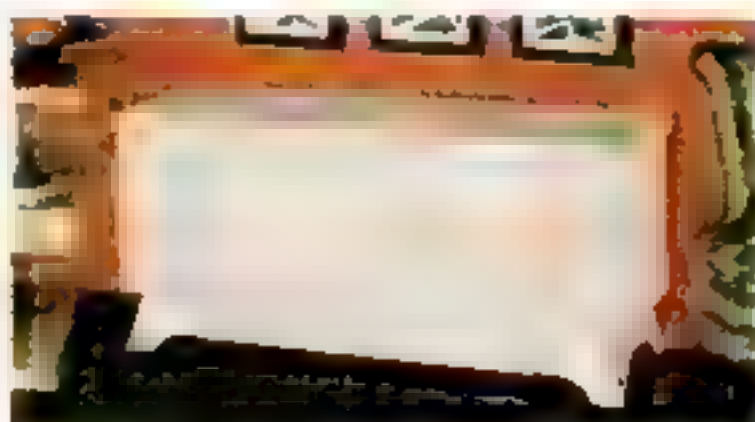
Streamlined Modern in matched American walnut and paldao wood. Self-lifting tray. Model #3024—\$49.95.*



Modern Lowboy in blond oak. Drawer in base, Model #2920. Also Seafoam mahogany, #2929; Cordovan mahogany, #2933 \$79.95.*



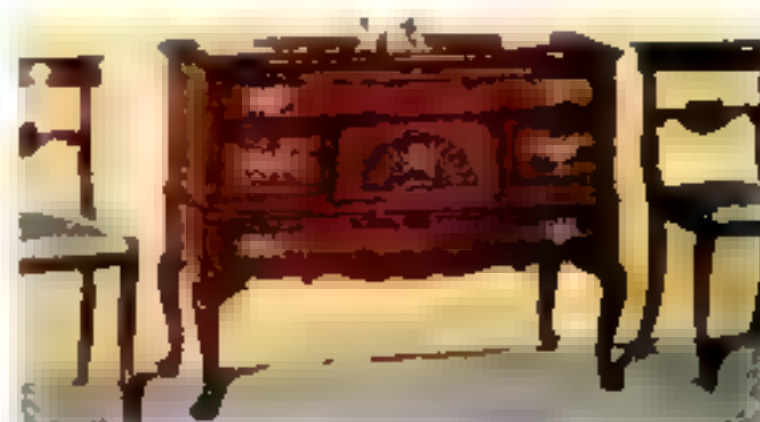
Stunning Modern in American walnut. Self-lifting tray. Model #3008. Gray walnut, #3009; Seafoam mahogany, #3022. \$59.95 *



Arresting Modern in Seafoam mahogany. Drawer in base; self-lifting tray. Model #2925—\$69.95.* Lane Table, #257.



Attractive Modern in blond oak. Model #3027. Also in Seafoam mahogany, #3046; walnut, #3028. Each \$49.95.* Lane Table, #437.



Graceful Queen Anne Lowboy in glowing mahogany Full-length drawer in base. Model #2805—\$89.95.*

Wherever you live – enjoy this tempting
TEXAS BARBECUE SUPPER!

*it's so easy – with today's
extra-delicious canned foods!*

YOU DON'T HAVE to live in the wide open spaces—you don't even have to have an outdoor grill—to treat your family and friends to this real Texas-style barbecue.

You can fix it superbly, in your own kitchen in *minutes* . . . because all of the major ingredients come right out of cans!

From the tender chunks of meat to the golden, yellow corn and sun-ripened fruits . . . you'll find them all at your corner grocery—in Canco cans made by the American Can Company.

And like all the foods that come in modern Canco cans, they're *more* than just convenient. They're *packed* with downright delicious flavor—and often with more vitamins and nourishment than you get in "fresh-bought" varieties.

This is one of *many* popular American meals you can prepare more easily, tastily, and economically today because the American Can Company pioneered in the perfection of the modern can for food. Won't you try the recipes? You'll like them!

American Can Company

Containers to help people live better



The American Can Company not only *makes* the cans that bring you today's foods at their most delicious, nourishing best . . . it also cooperates with growers and packers to help them make certain that the foods that go into these cans are the very finest in the land.



One of a series of favorite American meals brought to you by the American Can Company.



PINEAPPLE-LIME COCKTAIL

Add juice of 1 lime to 1 can (1 pt. 2 fl. oz.) chilled pineapple juice. Garnish with a thin slice of lime.

TEXAS KABOBS

- 1 can (4 or 6 oz.) whole mushrooms
- 2 cans (4 oz. each) Vienna sausage
- 1 can (12 oz.) luncheon meat, cut in cubes
- 1 can (8 oz.) whole white onions
- 1 can (4 oz.) pimientos, cut in pieces
- Pickle slices

Arrange on 8 skewers—drained mushrooms, sausage, cubed meat and onions separating them with pimientos and pickle slices. Broil on both sides under medium heat, basting with Tomato Barbecue Sauce, until browned. Serve with additional sauce.

TOMATO BARBECUE SAUCE

- 1 can (approx. 1 lb.) tomatoes
- 1 can (8 oz.) tomato sauce
- $\frac{1}{4}$ cup brown sugar
- 3 tablespoons vinegar
- $\frac{1}{8}$ teaspoon salt
- $\frac{1}{4}$ cup chopped onion
- 1 teaspoon chili powder

Combine all ingredients in saucepan, simmer 15 minutes, stirring frequently. Makes 3 cups sauce.

PARSLEY BUTTERED CORN

Heat 2 cans (12 oz. each) whole kernel corn. Season with butter, salt and pepper; add chopped parsley.

RANCHO SALAD

Chill and drain 1 can (1 lb.) peas and 1 can (8 oz.) julienne carrots. Combine with $\frac{1}{2}$ cup diced celery. Arrange on crisp greens in bowl. Top with $\frac{1}{4}$ lb. process cheese, diced. To serve, toss with mayonnaise blended with red wine vinegar or lemon juice.

GRAPEFRUIT-PEACH DELIGHT

Arrange drained, chilled, canned peach slices and grapefruit sections in dessert dishes. Top with spoonful of honey and sprinkling of nutmeg. Garnish with maraschino cherries, if desired.

GOOD HOT COFFEE

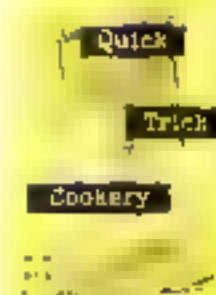
Brew it your favorite way . . . but make it *extra-good* by using the fresh, full-flavored coffee that comes in vacuum-packed cans.

These recipes serve 4. You may use can weights that vary slightly from those given here. Recipes were developed in the Test Kitchens of the American Can Company.

Important note: Whenever you do not use a full can of food . . . cover and keep the remainder in the refrigerator *right in the can*. It's safe—and it's sensible!

For other appetizing menus and recipes send for new canned foods cook book!

Test off the press—'Quick Trick Cookery' contains 26 complete menus and dozens of delicious new recipes. 48 pages, color photographs. For your copy—send 15¢ to American Can Company Test Kitchens, Box 259, New York 46, N. Y.; or in Canada, Box 130, Hamilton, Ontario.



Discriminating people prefer

HERBERT TAREYTON

...with the genuine cork tip to protect the lips



Mr. and Mrs. James C. Punderford, Jr., popular young New York socialites, say: "We smoke Herbert Tareyton because the genuine cork tip is always so clean and firm."

Barbara + James Punderford



You'll agree with Mr. and Mrs. James C. Punderford, Jr., and other discriminating people who prefer Herbert Tareyton. You'll like the genuine cork tip that stays clean and firm, that won't stick to or tear your lips. And you'll like the modern king size that gives you a longer, cooler, naturally filtered smoke of fine, distinctive tobacco.

In fact, when you light up your first Herbert Tareyton, you'll say it's the most enjoyable cigarette you ever smoked!

PRODUCT OF The American Tobacco Company AMERICA'S LEADING MANUFACTURERS OF CIGARETTES



TAREYTON'S GENUINE CORK TIP PROTECTS YOUR LIPS

BATCO



HALF-DROWNED JULIA ADAMS IS LUGGED OFF BY TOWERING GILL MAN, HALF MAN, HALF FISH WHO LURKS IN WATERS OF AMAZON TO ATTACK HER FRIENDS

Julia in Jeopardy

NOW IT'S A GILL MAN

Not since the old Pearl White *Petals of Pauline* serials—has a movie heroine undergone such consistent mayhem at the hands of villainous antagonists as Universal's starlet, Julia Adams. Brought to Hollywood four years ago from Arkansas for her beauty and acting talent, Julia has spent about 100 hours in the water and in danger of being drowned, crossed by monsters, has dodged all kinds of hazardous weapons, including flaming arrows, has fired over 1,000 rounds of ammunition

and put in five days bound in fake wound-appliances. She has spent 300 hours on the backs of studio horses and one unintentional, nearly fatal moment under their stampeding hooves.

Her current opus is *Creature from the Black Lagoon*, a science fictioner in which she had a perfect pool would end and her acting career. But she swallowed her disappointment when she wound up (above) in the arms of a 6-foot-tall Gill Man, who keeps her amply jeopardized, most of the time under water.

THE **SMART LOOK** IS THE **BRYLCREEM** LOOK!



Instantly, Brylcreem improves your appearance. With the first application, your hair looks richer, healthier—more attractive! It's not greasy, not messy—*really* not greasy not messy, keeps your hair in place all day, looking soft and natural.

Brylcreem also *conditions* as it grooms . . . with massage relieves dryness and loose dandruff; leaves your hair and scalp clean, fresh, healthy-looking. So—try Brylcreem today. See how it keeps your hair lustrous and immaculate all day long. You'll soon discover why it's the world's largest selling hair dressing . . . why men buy over 50,000,000 packages a year! In tubes and jars—at drug counters everywhere!

the world's largest selling hair-dressing



the rich cream that's

Not Greasy - Not Messy!

JULIA IN JEOPARDY CONTINUED



STANDARD DUNKING starts off with Julia, costumed for western role, getting winged in the left shoulder by a bullet as she crosses a footbridge (top picture). It finished up with Julia toppling, the camera catching her (bottom picture) with hand just going into water as if she were leaning on it.

CONTINUED ON PAGE 105

Ask These Questions

before you buy any room air conditioner!

Don't Settle for Less than
COOLERATOR
*the one that checks YES
 to every feature!*

- | | |
|---|---|
| <input type="checkbox"/> <i>Is it automatic?</i> Can you set the thermostat control and forget it? | <input type="checkbox"/> <i>Is it quiet?</i> Listen! Compare! |
| <input type="checkbox"/> <i>Is it rust-proofed?</i> If so, you avoid yearly repainting, never worry about rust-stains on window sill. | <input type="checkbox"/> <i>Will it really filter the air?</i> Does it have TWO permanent filters, one for room air, one for fresh air? |
| <input type="checkbox"/> <i>Does it have separate fresh air control,</i> so that it's possible to enjoy FILTERED FRESH AIR during any operation—cooling, circulating or dehumidifying—if desired? | <input type="checkbox"/> <i>Will it wring 30 quarts of water</i> out of the air on hot, humid days ($\frac{3}{4}$ HP size)? |
| <input type="checkbox"/> <i>Will it give fast cooling</i> without drafts? Does it have Ultra-High Velocity air circulation? | <input type="checkbox"/> <i>Will it remove moisture without splattering?</i> |
| | <input type="checkbox"/> <i>Will it blend with furnishings?</i> Does it have a Mirror-tone finish to reflect any color scheme? |

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Coolerator keeps you comfortable all year through, filters out dust, dirt and pollen, makes housework so much easier! Don't settle for less than the best—don't settle for less than Coolerator.

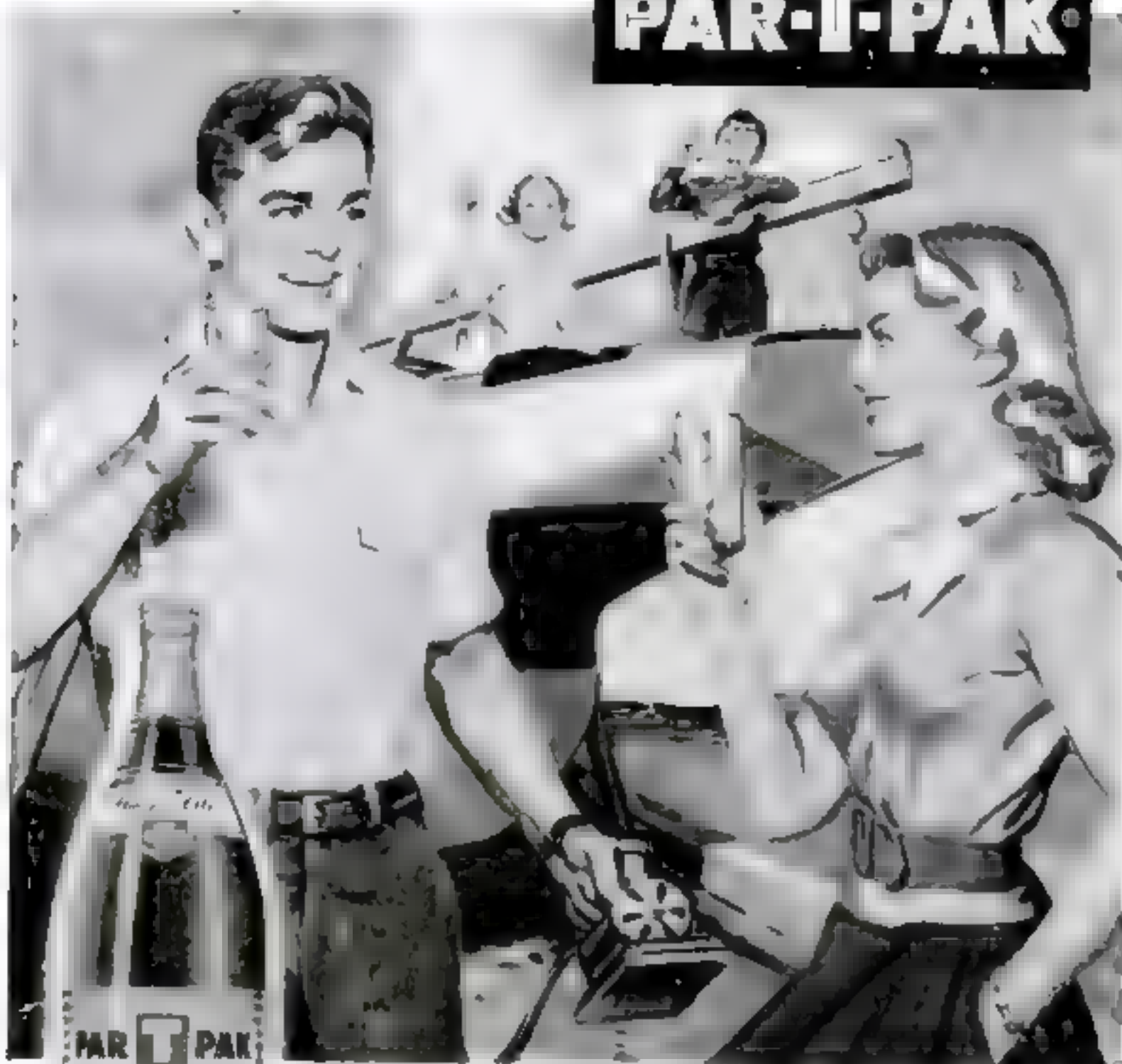


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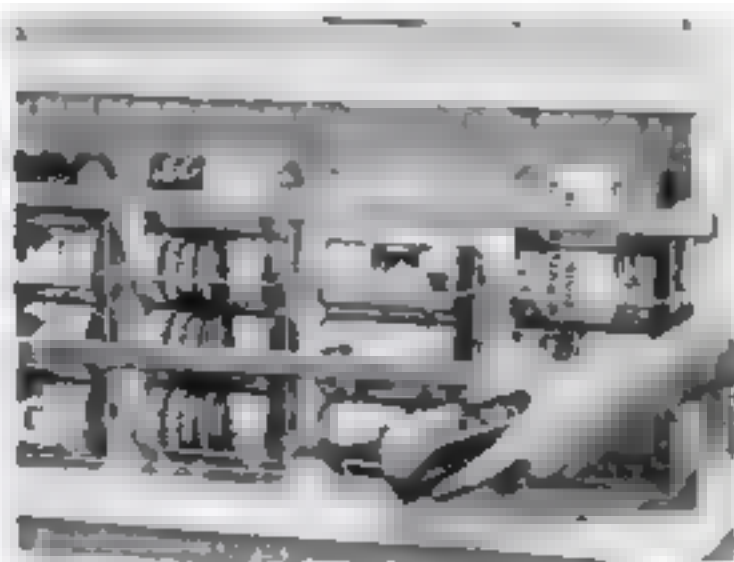
Your G-E Food Freezer saves you time and energy—lets you live so much better. And there's no last-minute preparation of food.

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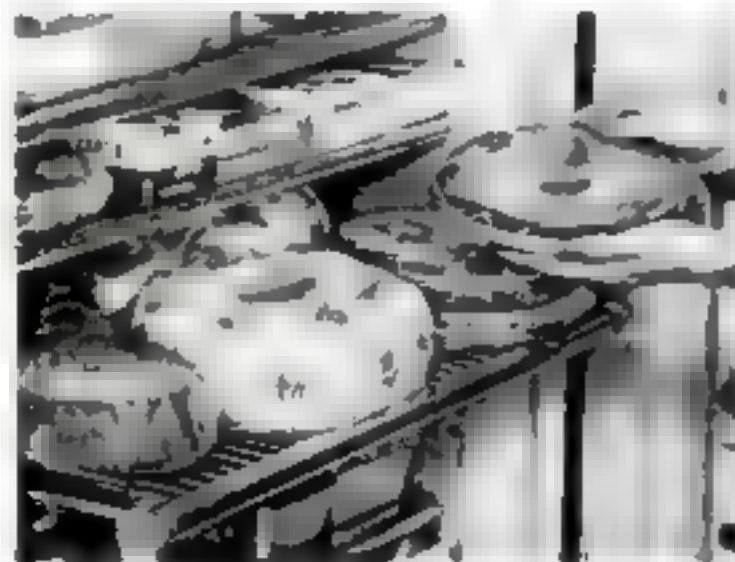
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GENERAL  ELECTRIC



THE WORLD'S MOST EXCLUSIVE CLUBMEN

Its characters give the U.S. Senate variety and special flavor

Photographed by HANK WALKER, written by JAMES L. McCONAUGHY JR.

The United States Senate has often been called the world's most exclusive club. Its members are extremely jealous of their rules of seniority and procedure which have changed little in the last hundred years, they are quick to defend each other's rights and privileges and they like to go out of their way to compliment each other's abilities profusely, even in the face of wide party differences. Only a third of the Senate is elected every two years so that the club's membership is comparatively stable. Like any other club the Senate has its

"characters"—those whose appearance and manners make them stand out even in a gathering overloaded with individuals. Some of these, like Kerr (*opposite*) and Dirksen (*below*), shine on the Senate floor itself. Others (there are 95 senators besides Joe McCarthy) come to flower behind the scenes, in the cloakrooms, private offices and committee hearings. It is these men, 11 of whom are shown on these pages, who help give the most exclusive club its color, its variety and its special flavor, along with a good deal of its vitality and stature.

THE ORATOR

In a group whose traditional stock in trade is old-fashioned oratory, Everett Dirksen of Illinois is the smoothest and slickest speaker of all. With broad sweeps of his arms and quick changes of pace he gives his Senate colleagues the full spell-binding treatment. He begins, "My friends, let us be reasonable," and then branches into an emotional oration which in turn leads his audience with alternate booms and whispers from the craggy coasts of rockbound Maine to the broad bosom of the proud Pacific. By the time he has finished, his shaggy gray hair is thoroughly ruffled and a number of his colleagues have gotten up and left. Though they are not all fans of Dirksen's histrionics, senators listen intently when Dirksen's voice is modulated to conversational timbre, for in private cloakroom sessions Dirksen is known as one of the Republican Party's craftiest negotiators.

THE NEEDLER

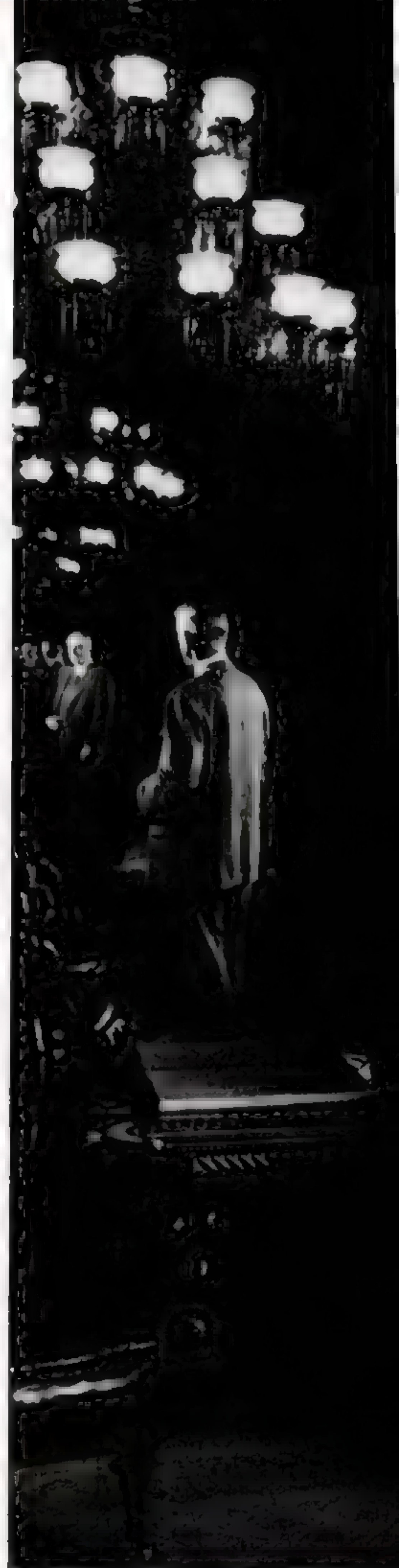
Oklahoma's Bob Kerr, a Democratic oil multimillionaire who teaches in Baptist Sunday school, loves nothing so much as a rip-roaring debate in which he can heckle the opposition. His favorite method is to wait until someone has been talking for a long time, then get up, stand with head cocked to one side (*opposite*) and let go at Republicans. "I have never seen men more suspicious of each other," he will say, "nor have I ever seen suspicion better founded." One of his commonest targets is the junior senator from Illinois, whom he has called "Irk some Dirksen." Most senators have become inured to his needling and have come to respect Kerr's courage. When Truman fired MacArthur, Bob Kerr was the first senator who rushed to defend the President right down the line, never budging though the arguing lasted for days.

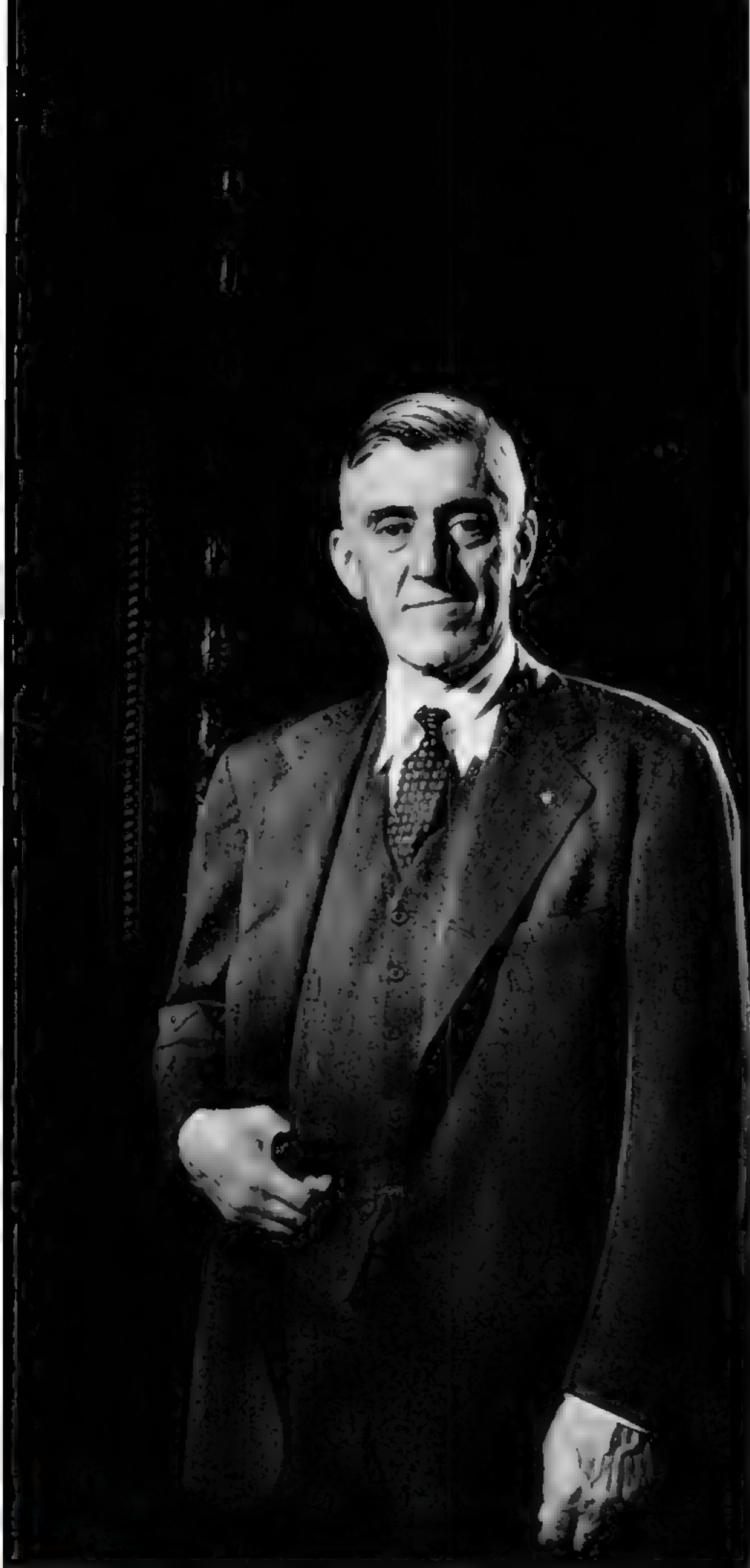




THE PATRIARCH

August and methodical, Walter George of Georgia walks slowly about the Senate as if he were the eldest among elders. He is in fact the acknowledged dean of the Senate's 22 Southern Democrats. He rarely speaks, but when he does his fellow members listen with respect to his organlike voice. When the Senate is considering matters on which he is an expert—taxes or foreign affairs—it usually adjourns at 5:30 p.m. because that is when Walter George likes to go home.





THE BLUEBLOOD

Leverett Saltonstall's ancestor, Sir Richard Saltonstall, landed in what is now Massachusetts in 1630, and today the senator's every mannerism suggests that his family has helped to run the state ever since—which it has. His broad-accented voice ringing out instantly betokens Beacon Hill and Plymouth Rock. Replying to almost any question—be it a debating point or a reporter's simple inquiry—Saltonstall will say, "In answer to your question I would say that . . ."



THE HUSTLER

Styles Bridges, New Hampshire Republican, moves at a dogtrot between his three public offices (one he occupies as Senate president pro tem, another as chairman of the Appropriations Committee, a third as senator) and one secret hideaway. Fond of behind-the-scenes maneuvering, he covers more ground and knows more about what is going on than any other member. Reporters have sometimes followed him all the way to New Hampshire just for a half-hour interview.



THE BRAIN

But for his health Eugene Millikin of Colorado would certainly have succeeded Taft as Republican leader. He is the Senate's financial expert. Southern Democrats admire him and often make him their Republican confidant. Unlike them, however, he is a witty floor speaker. He also has the Senate's keenest sense of mild humor. Senator Taft once complained that he enjoyed Millikin's stories but could never repeat them to Mrs. Taft.



THE DUKE

Clyde Hoey of North Carolina, who has been in politics since 1898, has the most elegant clothes and manners in the Senate. He always wears a frock coat and is never without a carnation in his buttonhole. The wing collar surmounts a florid tie held by a stickpin. Cordial and courtly, Hoey likes to stroll about the Senate floor, stopping to shake hands every few feet and pronounce his good wishes. Old Washington hands call him "The Duke."



THE PROFESSOR

Although the Senate numbers several ex-professors (especially Douglas of Illinois, Smith of New Jersey), only Arkansas' Democrat William Fulbright, with his glasses pitched on the end of his nose and his didactic drawl, continues to look and sound like one. He is likely to sit in his office for hours on end just thinking. A former Rhodes scholar and teacher of law, Fulbright's questioning of witnesses resembles a Socratic dialogue.



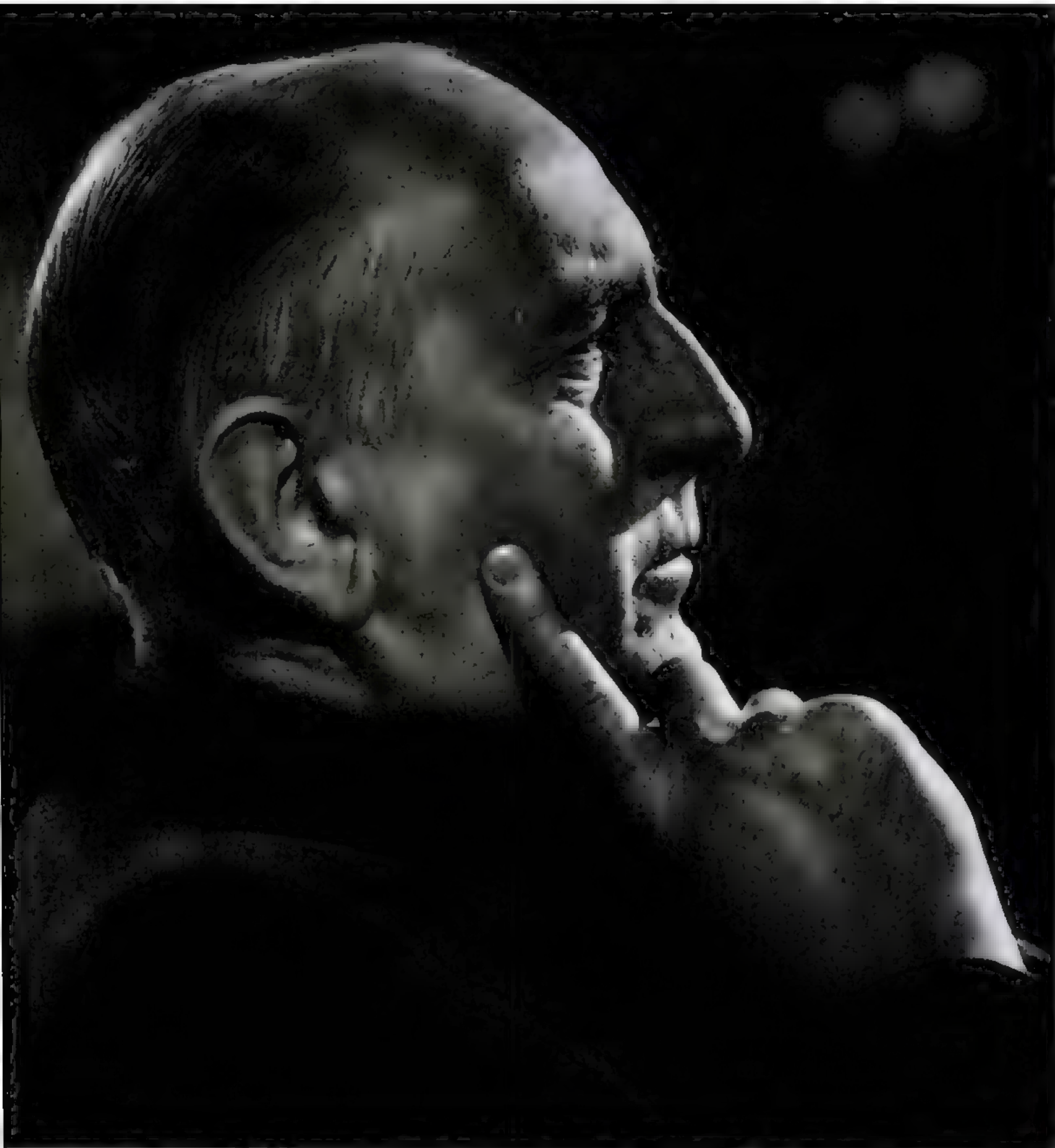


THE BOY

← John Kennedy of Massachusetts, an earnest campaigner for New England's economic needs, is also concerned with independence for Indochina. But despite his eight years in Congress he still looks like an undergraduate—even more so on weekends when he puts on old clothes and plays softball with his neighbors. He is called "Jack" even by clerks who have trouble remembering that he is 36 and has an honorary degree from Notre Dame.

THE JESTER

As the Administration's principal foreign policy spokesman in the Senate, Wisconsin's Alexander Wiley works hard, but he is always cracking jokes. He has posed for photographers banging a fellow senator over the head with a gavel, sometimes addresses government officials as "you handsome men," and once attended a hearing of John Foster Dulles wearing a comical black string tie. He once wrote a book, *Laughing with Congress*.



THE LISTENER

The calm, thoughtful look of Senator Richard Russell of Georgia as he listens to a witness belies one of the Senate's most agile minds. A skilled parliamentarian but a very shy man, Russell moves about the Senate floor, stopping every now and then to sample the argument or to hear how some other senator feels

about a bill. In the rare instances when he does speak, everyone pays attention because it is likely that Russell will resolve the issue at hand. Reporters interviewing him find themselves doing all the talking, then getting from Russell in a sentence or two an answer which is complete, well thought out and authoritative.

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NO LONGER can motor oil be judged solely on the basis of engine protection.

Today, there is documented proof that New Mobiloil Special *actually boosts engine power*—equivalent to raising gasoline performance as much as 5 octane numbers.

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After just 2 crankcase changes, this amazing new kind of motor oil has given engines—which “knocked” badly before—new-car pep and knock-free power.

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- New Mobiloil Special cleaned up engines of all ages and kept them clean as no other oil ever has before.

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100% dairy product. Instant Pream is made entirely from fresh, sweet cream and other milk products... powdered for your convenience! *Nothing added.*

Stays fresh without refrigeration. Because it's in powdered form, you don't have to refrigerate Instant Pream.

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NEW MINTS Medically Proven Quickly **RID STOMACH**

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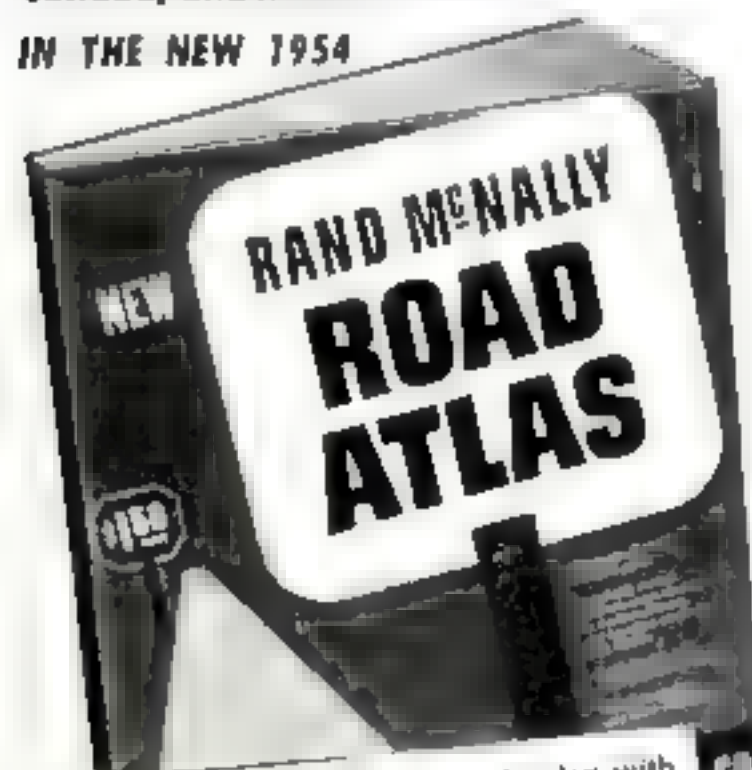
The very instant they reach your stomach these new mints go to work—rid your stomach of painful excess acid fast! That's because new BiSoDol® Mints contain incredibly fast BiSoDol medication—the kind doctors recommend. Don't suffer acid indigestion, heartburn, gas. And don't rely on candy-counter remedies that are over half plain sugar! Feel wonderful fast with new, medically-proven BiSoDol Mints.

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RUINED KAISER WILHELM CHURCH IS CITY'S BEST-KNOWN LANDMARK

A RUIN RETAINED

Berlin will restore a church but not its tower

Ever since Kaiser Wilhelm Memorial Church in the western sector of Berlin was blasted into ruins (*above*) by Allied bombs and shells in World War II, Berliners have argued over whether to restore the famous landmark, clear it away entirely or just let its shattered remains stand. They have now reached a compromise which seems to satisfy almost everyone. At a cost of \$500,000, to be raised in part by donations, the sale of postcards and a public lottery, they plan to restore much of the church's original form (*below*) but leave the main bell tower in ruins as a memorial to war's destructive effects.



MODEL SHOWS HOW REBUILT CHURCH WILL APPEAR, PROBABLY BY 1956



FRANK
RIDGWAY

"WE HAD BETTER GO BACK... I DROPPED THE SOUP FOR LUNCH!"

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THE BOSS OF THE TEAMSTERS RIDES HIGH



BECK FIRST JOINED A UNION AT 20 WHEN HE DROVE THIS LAUNDRY TRUCK

Once called Goon No. 1, Dave Beck adds respectability to his power as head of world's biggest union

by ROBERT COUGHLAN

THERE is a new building going up in Washington, D.C. in a wonderful location. On the top will be a commodious penthouse. There is not a better view in Washington than the occupant of this penthouse will have; across the parklike lawns, a sweep of the Senate office building, the great dome of the Capitol and, on the other side, the old House office building—all the majesty of the U.S. government in a panorama of stirring symbolism. And the legislators in their turn, as they journey to and from their offices, will have a view of the new, white, handsome building and no doubt will look at it with admiration, although perhaps with speculation and, from time to time, even with a certain uneasy awe.

The new building will be the headquarters of the International Brotherhood of Teamsters, Chauffeurs, Warehousemen and Helpers of America, the biggest and one of the richest and most powerful labor unions in the world. The penthouse will be occupied by the offices of Dave Beck, the president of the union.

Now it is true, of course, that other big unions have established headquarters in Washington, but there is a feeling in labor and government that the Teamsters' move is an augury of Beck's future activities. And Beck's past and present activities have already been enough to worry many people in government, in management, but particularly in organized labor itself. In the year and a half since he became the Teamsters' president he has, for instance:

- ▶ Been the center of rumors that he was out to unseat George Meany and take over the presidency of the A. F. of L.;
- ▶ Been the center of other rumors—many of which seem to have been set afloat from the Teamsters' offices—that he would like to start a third labor confederation, with John L. Lewis and the miners and David McDonald and the steelworkers as his allies;
- ▶ Announced that he might organize a third political party, a labor party modeled somewhat on Britain's, unless labor legislation is re-modeled to conform to his views;
- ▶ Rejected the "no-raiding" agreement which the A. F. of L. high command had designed to end jurisdictional quarrels among federation member unions and prevented the full implementation of a no-raiding agreement between the A. F. of L. and the C.I.O., thereby guaranteeing intra-union and intra-federation warfare for years to come;
- ▶ Allied himself with George Meany, his supposed enemy, to create a new dock union to take over longshoremen in New York and other places from the old, corrupt International Longshoremen's Association, thereby opposing his supposed ally, John L. Lewis, who has befriended the latter, and precipitating a wild and bloody jurisdictional strike on the New York waterfront;
- ▶ Suspended the leadership of several dozen Teamster locals on grounds of malfeasance and corruption, installing "trusteeships" under men answerable directly to him instead;
- ▶ Been restrained by a federal judge during this process for using "un-American methods";
- ▶ Fractured the C.I.O. United Brewery Workers Union and made off with 11 of its locals representing 10,000 members.
- ▶ Declared, "I don't give a damn what Reuther thinks! Who the hell is Walter Reuther to me?"

And so forth, until other labor leaders are jittery from wondering what Beck will say or do next.

A current and choice topic of speculation among them is Beck's intentions on the New York waterfront. His position there, officially, is as one among five trustees appointed by George Meany to supervise the new longshoremen's union until such time as it is well established and ready to elect its own officers. In fact, however, the apparatus for breaking the power of the old I.L.A. hinged on the role of the Teamsters: they recruited for the new union and ran cargo through the picket lines of the old union. Caught in a squeeze play between the Teamsters and the Seafarers Union (one of whose officers, Paul Hall, is another trustee), smothered by a federal court no-strike injunction and other legal attacks from the state and national governments, the I.L.A. lost its strike and may be on the edge of ruin.

All that Beck hopes to gain from the fracas, he has said, is jurisdiction over a few hundred men who load and unload cargo from trucks—and, of course, the satisfaction of ridding the waterfront of "graft, corruption, and racketeering." In the meantime, though, 2,500 lumberyard workers, formerly enrolled under the I.L.A., have been given a Teamsters charter. Other labor men take this as a symptom of a larger plan for gradual encroachment on waterfront jurisdictions. Some believe Beck may be aiming eventually to swallow the new longshoremen's union or, as a minimum objective, to make it subservient to him. This in turn would give him a club to use against certain Teamster locals in New York which have opposed him in the past and which are resisting his attempts to centralize union power in his own hands. To use the loyal Teamsters units against the old longshoremen's union, to use the new longshoremen's union against the disloyal Teamsters units—that seems to be the strategy. As for the master plan, Beck declares he has none. Others suspect that it is nothing less than integrated control of the New York waterfront.

He likes management

BECK has been equally disconcerting in his attitude toward management. It is an open scandal, affirmed by Beck himself in bull-like tones, that he *likes* management. He does not think that the employers of his 1.5 million members are trying to underpay and overwork them. He sees nothing intrinsically wrong, or at least unforgivable, in the fact that a man is an employer. He has even announced, "Some of my best friends are employers." Beck carries this humane attitude to extraordinary lengths:

When the Fruehauf Trailer Company, a firm that builds many of the truck trailers that Teamster members drive, found itself pressed for liquid capital last year, Beck and the Teamsters came to the rescue with a loan of \$1.5 million at 4%.

In the trucking industry's vendetta with the railroads, it is not a management man but Beck himself who leads the pro-trucking forces. As chairman of the Independent Advisory Committee to the Trucking Industry Inc., a lobbying and public relations front supported by both union and management, he recently informed Postmaster General Arthur Summerfield that the government could save \$100 million a year by using trucks for short-haul mail transportation, and charged



SIGNS OF STRIFE record some of the strikes in which Beck has been involved. Ladies picket Beck's pickets in 1936 Seattle *Post-Intelligencer* strike (above, left), decrying the "shame" of it. Standard UNFAIR sign waves amidst



battling pickets in Oakland, Calif. in 1946 (second from left). In recent New York waterfront strike I.L.A. longshoremen hang Teamster president in effigy and protest with signs that differentiate between "out-of-town" goons and local talent.

DAVE BECK CONTINUED

the railroads with wickedly "fighting to keep the mail on the rails, regardless of what it costs the consumer."

Beck thinks often of the consumer. And consumers would be well advised to think about Beck. By his estimation, "Trucking, as an industry, has now reached the status of being responsible for about one job in every seven in the country. Nine million four hundred thousand people are employed in the motor transport industries. Fifty thousand communities are dependent on truck transportation." Actually this is a modest appraisal of his real power. Beck, by his control of the Teamsters union, conceivably could bring the nation's trade to a halt almost overnight. Not that he is ever likely to do so: "I may not be the smartest fella in the world," he often says, "but my mother didn't raise any crazy children." The hypothetical power is there, however, like the President's power to order the hydrogen bomb dropped, and is something awesome to contemplate.

Who is Dave Beck?

He is a bald, pink-faced, heavily muscled, 200-pound former laundry truck driver, now 59 years old, happily married, father of a grown son. His full name is David Daniel Beck. He owns, among other properties, a substantial brick house in a fashionable section of Seattle, where he lives (when he can get away from Washington) sedately and with no vices or even any particular diversions: he neither drinks nor smokes, although he does swear. He is a past Honorary Deputy Grand Exalted Ruler of the northwest district of the Elks. He is also an Eagle, a former officer of the American Legion and a former president of the board of regents of the University of Washington. On a vote, he probably would be named Seattle's most distinguished citizen.

Obviously Beck fits no previous pattern, considered from any point of view. He no more resembles the old craft-union leadership typified by such dinosaurs as Harry Bates of the Bricklayers Union than he does the new, politically minded, intellectually sophisticated leaders such as Walter Reuther. In a good many ways, however, his career, his motivations, his methods and his outlook on life are reminiscent of a breed that once roamed freely in his part of the country—the empire builders like Stanford, Hill and Weyerhaeuser, who, as much for the fun as for the money, rose by hook and by crook to summits of personal power.

Lemuel Beck, his father, a native of Tennessee, came out to California as a young man. He had no special trade but became an auctioneer in and around San Francisco, where he met and married Mary Tierney. They settled for a while in Stockton, and there David was born on June 16, 1894, to be followed 16 months later by the only other child, a girl, whom they named Rita and who now works on the switchboard at the Teamsters Joint Council Building in Seattle. When Dave was 4 the family moved to Seattle, where Lemuel Beck went into the carpet business. He was a hard worker, a robust, aggressive man who stood 5 feet 10 and weighed about 240 pounds. Dave, looking back, believes that he resembles his father in nearly every way, even to an identical baldness. The exception was business judgment. "We were always poor—we were very, very poor. If it hadn't been for my mother handling what money there was, we would have starved."

Mary Beck went to work in a laundry to help make ends meet, and Dave remembers sitting outside on the steps with his sister until late at night waiting for her to finish. Dave peddled newspapers, caught fish and sold them, and sold trees at Christmas time; sometimes, he remembers, he and his father would fish in nearby Lake Union for something to eat that day. Dave was a good boy and an earnest one. "I never smoked, never played a game of pool, and I never drank. I don't

know why, I just didn't. Instead I used to go off alone and read. For some reason I always had a great love to read." At the end of his third year in high school he left to work in a laundry, on an inside job at first and a few years later as a truck driver. From that event, much was to follow.

Unionism was much in the air in Seattle in those days. The Teamsters, badly organized but ambitious even then, went out on strike in 1913. They lost but soon recovered their momentum and set out to organize, among others, the laundry workers. Beck needed no persuasion: the split hours, poor pay and bad conditions under which his mother had worked for so many years and which he now experienced made him a charter member of the new laundry local. In 1917 the laundry workers struck, and won. Beck had been active in the strike and was elated by the victory. When the great Mike Casey, West Coast representative of the Teamsters International, came up from San Francisco to present the local with its charter, Beck was moved to make a speech. Casey listened and commented, more prophetically than he could have known, "Who is that redheaded fellow? He's a fine speaker. That's a fellow who's going places."

After a hiatus during the war, when Beck served in the Navy, he returned to his laundry route and before long was making \$100 a week. With equal energy he applied himself to self-improvement: he enrolled for extension courses at the University of Washington, eventually finishing law, commercial law, economics, business administration, history and English. He read books, mostly the autobiographies of successful men. He became a classy rhetorician, his conversation studded with polysyllabic words and dignified redundancies. He was planning to go into business for himself. But he remained an ardent union man and took a leading part in the laundry workers' affairs. One oldtimer says, "I can't remember the time when Dave Beck wasn't making a speech. He used to hammer away on just one subject, 'Organize.'" By 1923 he had been elected president of the Teamsters Joint Council, an association of all the locals in the state. The next year he was elected secretary-treasurer of his own local. The following year, when the Teamsters held their international convention in Seattle, Beck was put in charge of the arrangements. Thus he met Dan Tobin, Teamsters' general president.

Offer from the other side

CLEARLY, Beck was a man on the rise: Tobin was not the only one to see that. Lewis Schwellenbach and Robert Macfarlane (the first would eventually become Secretary of Labor, the other president of the Northern Pacific Railway) were law partners in Seattle then, with some big laundries among their clients, and they were on the verge of merging several laundries into a chain. They offered Beck the job as general manager of the new combine. He was flattered and greatly tempted. He was married by then (to Dorothy Leschander, daughter of a former whaleman and Klondike prospector who had settled down as superintendent of a Seattle office building) and had become a father. He wanted money and needed security, but he wanted to stay with the union. He took his dilemma to Mike Casey, who in turn took it up with Dan Tobin, who offered him a job as part-time general organizer for the International. Beck accepted, and a few months later became a full-time organizer in charge of the whole Pacific Northwest and British Columbia.

This was in 1926. Relations between workers and employers were raw and sensitive in Seattle and throughout the Northwest. Only a few years earlier Seattle had had a general strike—the first general strike in U.S. history. The International Workers of the World, the "Wobblies," during the preceding years had invaded the lumber

CONTINUED ON PAGE 127



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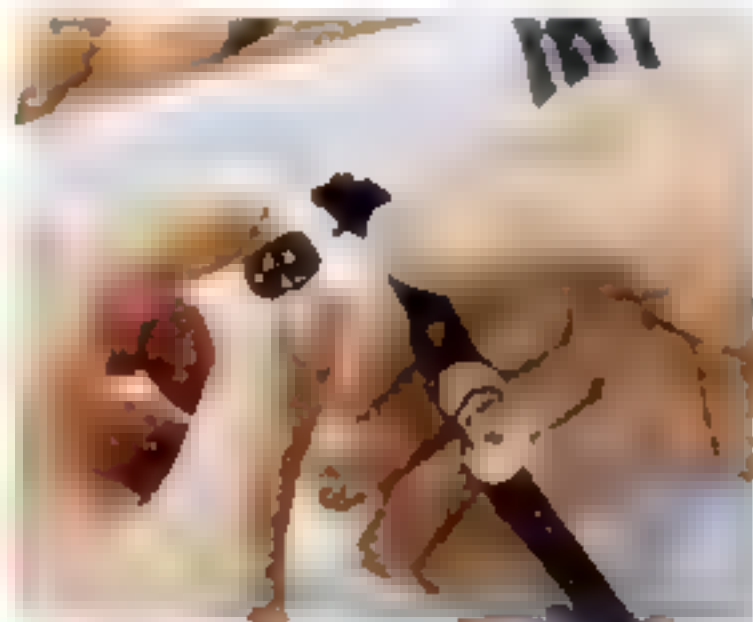


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camps and sawmills with their radical doctrines and "activist" tactics, setting off pitched battles with plug-uglies hired by the employers.

In this atmosphere of political militancy, Beck was an anomaly. He considered the Wobblies demented. He had no strong political feelings one way or the other, but he believed in the capitalist system, and his objective was simply to get more of its fruits for his members. It was clear to him that the best way to go about this was to organize everyone and everything in sight and so be able to bargain collectively with the employers, who were not bad men but who, quite naturally, were not going to pay any more than they had to. Beck would have thought them as crazy as the Wobblies if they did.

If Beck found anything to dislike about the free enterprise system, it was its untidiness. Competition made the price structure erratic, which in turn tended to make the wage structure erratic, frequently to the harm of Teamster members. In 1927, reflecting



YOUNG DAVE showed determination and ruggedness at 8 years.

Beck's disapproval of this condition, the laundry drivers' local signed a contract with the Laundry Association providing that the drivers' commissions be based on a uniform price list. The laundries were free to charge any amount they wanted to for their service, or as Beck said, to "give it away" if they wanted to, but the drivers would collect a standard fee. Beck has commented, "Wages are 42% of the total cost of operation in laundries. This demand of the union went a long way toward setting up a fair competitive structure in the laundries. Thus the laundry business came to a stabilized condition." To some people the arrangement looked like price fixing or even cartelization, but the courts decided it was not. Beck went on to "stabilize" a number of other industries during the following years.

Despite his pristine intentions, Beck found himself progressively more and more distrusted by employers and public during his first decade of organizing work. He soon managed to organize the "over-the-road" drivers, the men who drove the big trucks up and down the coast, into a Highway Drivers Council. Employers guessed uneasily (and correctly) that he was preparing a weapon to whip them all into line on pain of having their freight deliveries cut off. There were many instances of violence as his subordinates went about their work—mysterious accidents on the premises of "unfair" employers, a cut-rate dry cleaning establishment blown up, trucks upset, taxicabs rammed by cars equipped with steel-rail bumpers. Beck was piously averse to such methods and blamed them on the hotheaded nature of some of the members. But too, as he would later say, "Those were the days when employers were using every dirty method they could think of. Naturally, if they wanted to fight that way, labor had to fight back."

The nadir of Beck's prestige came in 1936 when the Newspaper Guild at the Seattle *Post-Intelligencer* went out on strike and he dispatched a troop of heavy-handed truck drivers to join the picket line. They roughed up nonstriking employees and closed the paper tight. William Randolph Hearst, the owner, put his editorial writers on the air with violent denunciations, and the rival *Seattle Times* wrote indignantly, "How do you like the look of Dave Beck's gun? The shame of it!" Beck sued both papers and four radio stations for a total of \$800,000 for libel and defamation of character and settled out of court for \$25,000.

From public goon No. 1, as many people in Seattle were disposed to regard him, Beck miraculously within a few years transformed himself into something nearer public benefactor No. 1. In this he was greatly aided by Harry Bridges, pro-Communist head of the West Coast longshoremen. Bridges swung his union into the newly formed C.I.O. and in 1937 began his "inland march" designed to add warehousemen and eventually, presumably, other categories of workers to his domain. (Beck would comment later, "I was not cognizant of his intentions, but I knew goddam well what he was up to.") It was a direct challenge to the power of Beck and the Teamsters. The result was a limited but bloody civil

CONTINUED ON NEXT PAGE

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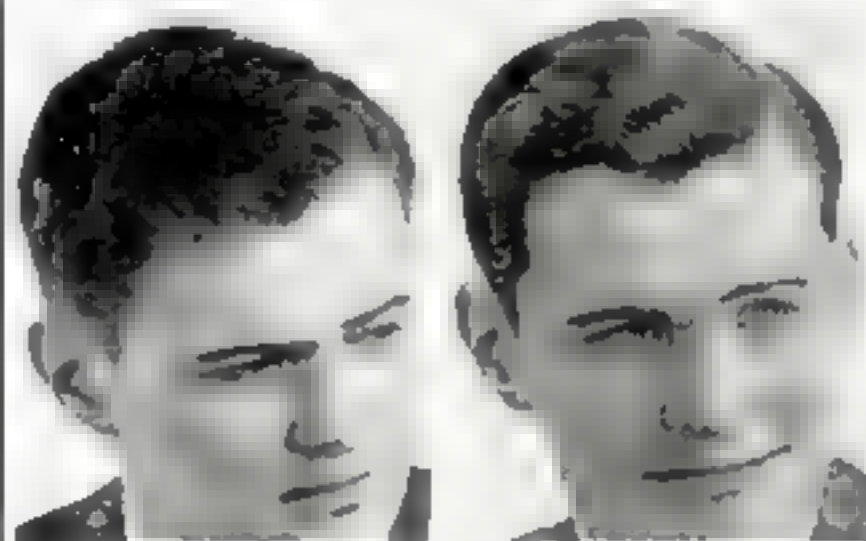
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BATTLE OF THE WAISTLINE is perpetual with Beck. In 1938, appalled at weighing 214 pounds, he put on a big campaign of dieting, road work near

DAVE BECK CONTINUED

war. The longshoremen's favorite weapon was the cargo hook, the Teamsters favored sawed-off baseball bats and their seamen allies (under the A.F. of L. Sailors' Union led by Harry Lundeborg, who hated Bridges) often used window-sash chain wound around their fists. Beck and his men won the war and in the process earned the gratitude of inland employers who, little as they liked him and his union, feared Bridges much more.

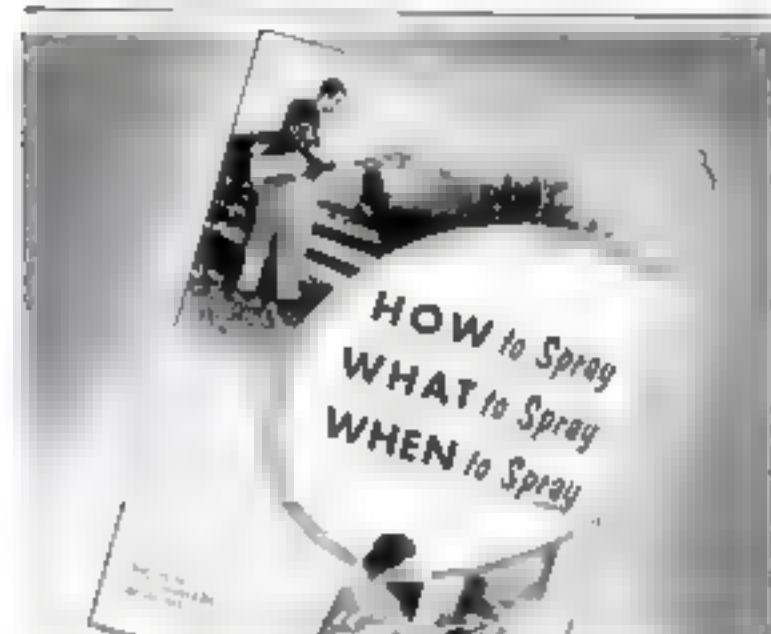
One employer and trade association after another tumbled into the Teamsters' commodious and only too receptive arms. The C.I.O. had designs on the retail clerks. Quickly the clerks found themselves urged by their bosses to join a new union set up by Beck with headquarters housed in the Teamsters' building. Bridges had made a speech at the University of Washington predicting the end of the employer class. Beck rejoined in a speech: "I do not subscribe in the slightest degree to the claim that there is no place in the economic and social life of our country for employers." Later: "Yes, we work with industry. We positively admit it. But no man alive can say he paid Dave Beck 5¢ for the conduct or regulation of his business." "No man can say there is a single Communist in our group. If any Communist sticks his head up we'll throw him out."

Moreover, as the businessmen learned, Beck kept his contracts. To Beck's enemies they were "sweetheart contracts"—sellouts to the bosses. To the bosses themselves they usually seemed far from that. But good or bad, for Beck they had the sanctity of law, and he stood ready to mangle any local that tried to wriggle out of their terms. As he summed up his point of view only recently, "You put your name to that contract and I don't give a good goddam how bad it turns out to be, you live up to it. Because your word is the most valuable thing you have got."

The year of the Bridges war, 1937, was in another way too a crucial and rewarding year in Beck's career. For a long time he had fretted over the condition of southern California and especially Los Angeles, traditionally an "open shop" town. But it was out of his jurisdiction. In 1937 he became chief organizer for the West Coast and promptly moved into action with an invention of his: "the most brilliant organizing device ever created," as it has been called. This was the Western Conference of Teamsters.

Until that time the individual locals of the union had almost complete autonomy. There was only haphazard cooperation among them and little interchange of ideas or information. In earlier times this lack of system had been feasible enough, for communities were rather self-contained. But with the growth of intercity and interregional commerce, Beck saw that union organization would have to adapt itself to the changed pattern of the economy. The C.I.O.'s "vertical unionism" (erasing craft lines to encompass all workers in a factory and all factories in an industry) was one answer. Beck's was to throw the Teamsters' whole 11-state area into one huge, centrally controlled combine. Moreover, in what was referred to as "protecting the flanks," the Teamsters would organize not only "everything on wheels" but peripheral and supporting fields such as filling station operators, parking field attendants, *et al.*

Beck took Los Angeles like Grant took Richmond—by encirclement and blockade. Truck drivers there could join the union or not. But: if trucking companies tried to deliver goods to other cities, Beck pointed out, the Teamsters and their affiliates in



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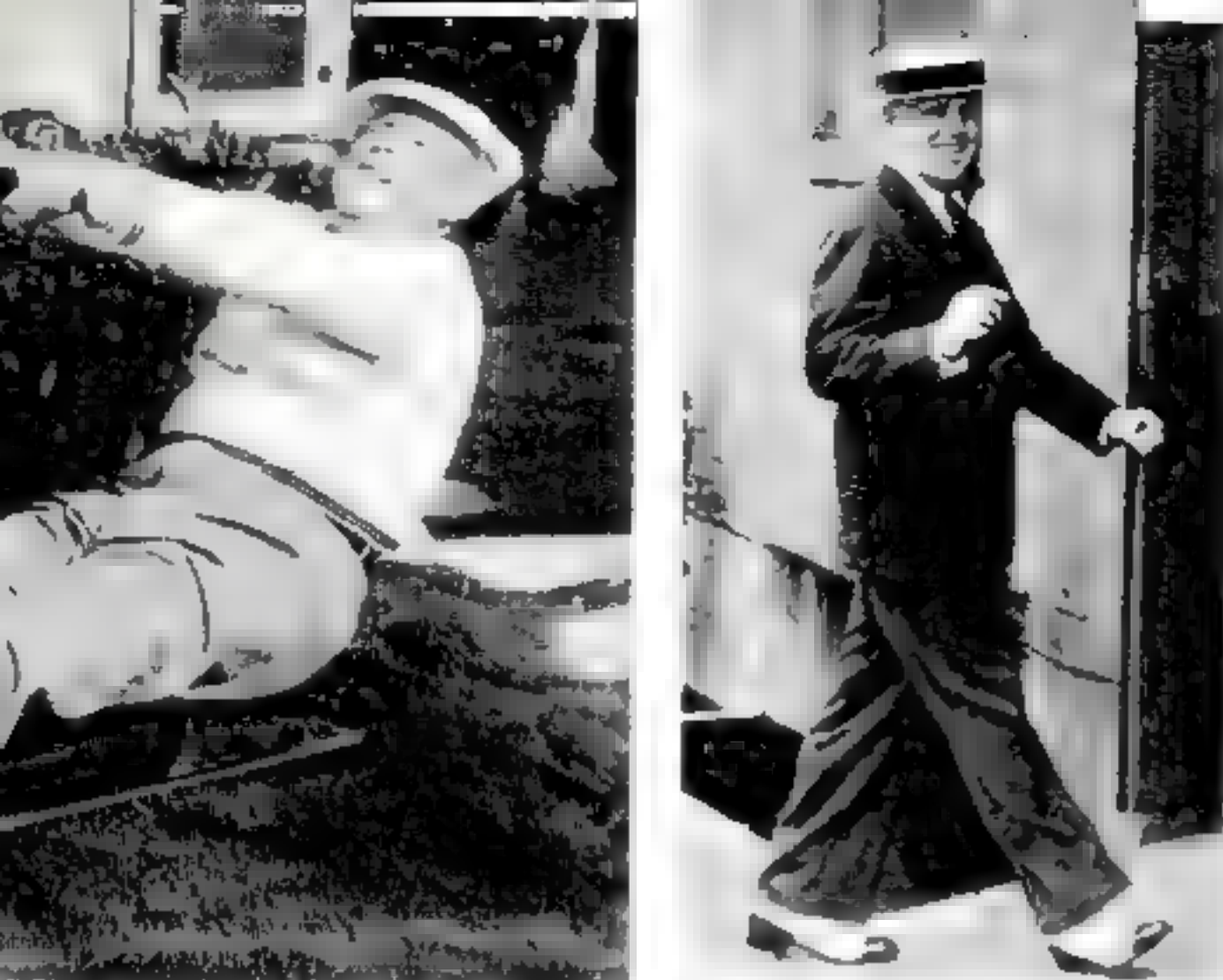
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these places could not be expected to handle this "hot cargo" at the other end. Nor could Los Angeles merchants expect to receive goods from outside except by union drivers, who of course could not be expected to deliver to nonunion establishments. That was that. The Teamsters had some 800 members in Los Angeles in 1937. Today they have 100,000.

Beck used the same technique—fortified, his opposition declares, by flying squads of goons—to break the back of the brewery workers' union in the Northwest. The jurisdictional quarrel had been an old one, and the rights and wrongs of the matter are too tangled and debatable to go into here. The result, in any case, was that Beck vowed that the brewery workers, "inside" workers as well as truck drivers, must belong to the Teamsters. To make his point he embargoed all beer except that made by breweries which signed up with him. The fight went on for many months, at the end of which Beck inevitably won. All West Coast beer is drunk today under his auspices.

Other strange companions soon found themselves "protecting the flanks" of the Teamsters: cannery workers, aircraft mechanics, automobile salesmen, cowpunchers, rag sorters, even optical technicians. Beck, although without the political motive of the I.W.O., seemed to be heading in the direction of "one big union." At the same time he felt competent to judge the merits of the case when other unions put on organizing strikes. Often he disapproved. On his orders Teamster members went through picket lines many times. He is credited with "breaking" the Oakland general strike of 1946 and the big machinists' strike at the Boeing plant in Seattle, among others. He demanded and severely enforced intra-union solidarity, but he had no interest in "labor solidarity."

The new respectability

WHATEVER the merits or drawbacks of his methods, they brought labor peace to Seattle and eventually to the whole West Coast. For that, many people, not only employers but average citizens and many union members, were thankful. Beck rapidly became a respected leading citizen of Seattle, a process that was encouraged by his tireless leadership in worthy projects of all kinds: war loan drives, gifts of athletic equipment to soldiers, blood donations, fund raising for the Episcopal Church and the Associated Boys Club. He sat on the state parole board, the Seattle Civil Service Commission and the board of regents of the university, becoming president of the board in his final year. By the end of 1946 even the *Seattle Times* could say, "Many are wishing that there could be more Dave Becks in the national labor picture."

Successful, famous, beloved (with some dissents), the picture needed only one element to make it complete, and Beck had not neglected that either. He was rich. The *Times* and others, it will be recalled, had settled \$25,000 on him as a result of his libel suit of 1936. With this as a nest egg, bolstered by his increasingly comfortable salary (which today is \$50,000 a year) and by his ability to borrow, Beck began investing in real estate. His judgment was invariably excellent; today, according to a newspaper article which Teamsters headquarters has distributed, he is a millionaire—although Beck himself vigorously denies it. The *Wall Street Journal*, in an article on "Businessman Beck" not long ago, reported that he is chairman of Northwest Securities Corp. Inc., an auto finance company with gross business of more than \$2 million a year, and the Kellerblock Corp., which built and owns an 18-story Seattle apartment building called Grosvenor House. He is also

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DAVE BECK CONTINUED

the proprietor of the B & B Investment Co. "which gathers income created by other Beck enterprises" such as the LBG Realty Co. and the DB Investment Corp. Beck also owns a filling station and a parking lot, both near the Teamsters' building, and controls numerous other real estate parcels around the city.

Beck sees nothing at all extraordinary in his business activities. "What the hell," he commented recently, "if I believed in free enterprise, isn't it natural that I should try to use it for my own financial advantage?" Beck believes that other labor leaders should go into business too: "They'd learn you can't take everything out of the bucket and leave nothing for the employer to live on."

Beck began to give his union the benefit of his foresight in business matters immediately after becoming president in 1952 when Tobin retired. "Dave didn't wait for the body to get cold," a Teamster official remembers. Most of the \$30 million treasury was invested in government bonds and some \$9 million was actually lying in banks in savings and checking accounts. Beck hired an investment counselor and set about getting the union a higher return on its money.

Since the union constitution forbids buying common stocks or other investments of a speculative nature, there were some legal questions to be resolved; there still are some. But interest from the Teamsters' portfolio already is \$500,000 higher than before.



PREDECESSOR Tobin bestows pat as Beck takes over.

Also, during Beck's tenure, union assets have increased by \$5 million.

Through the Western Conference, Beck had organized his center and his flanks so firmly that 30% of Teamsters' whole membership was accounted for by his 11 western states, which contain only 10% of the nation's population. Projecting these statistics on the national scene, he concluded that if the rest of the country were as well organized as the West, the Teamsters would more than double their membership, from 1 1/4 million (in 1952) to about 3 million. This became the official goal, with the expectation that it could be realized by 1960. To that end

he set about duplicating the Western Conference intact.

Already the Central States Conference is a going concern, an Eastern Conference was formed last fall and a Southern Conference is currently being organized. At international headquarters Beck has created a general staff to guide his regional commanders, including an economic research section, a legal department (at the last international meeting in Miami there were 22 lawyers in attendance), and the various ancillary services common to a big enterprise. "I run the union like a corporation," Beck says. "We deal in one commodity—labor."

At headquarters, too, will be the 15 trade division heads, each supervising a particular segment of the empire, such as the bakery, dairy, building and contractors division. A "National Miscellaneous Division," which makes John L. Lewis' famous catchall "District 50" seem an exclusive craft union by comparison, tends such inclusively named strays as the "Airplane Parts, Supplies, Accessories, Auto Transport, Towing, Parts, Service, Supply, Motor and Vehicle Sales and Demonstrators, Dismantlers and Helpers of Chicago and Vicinity Teamsters Union."

So far a good deal of this massive reorganization is in the planning stage. How far Beck succeeds or fails in getting it off paper and into actuality will continue to fascinate labor circles. As one of Beck's lieutenants has explained, "It's always been a free enterprise union. A guy got a local charter, he was in business. There was sort of a no-raiding agreement between Tobin and the local leaders. Now they see Beck moving in on them, centralizing, taking their authority away from them, and they don't like it. He can't move too fast or he'd get a revolution on his hands."

Already Beck has added some 250,000 members to the Teamsters, a substantial part of them simply by swallowing up locals from other unions. Naturally this has caused some hard feelings. The state C.I.O. in Minnesota, outraged at the loss of the Minneapolis-Honeywell union, published a muckraking series under the title "Dave Beck... Strike Breaker and Traitor to Trade Unionism." Such slurs, Beck feels, are the price of progress. He has said that the Teamsters are "100% opposed to raiding"; but they do insist on what is rightfully theirs. Beck declares that 50,000 members who properly come under the Teamsters' jurisdiction are now held in thrall by other unions, whereas "very, very few" of his members belong elsewhere. For this reason he rejected the



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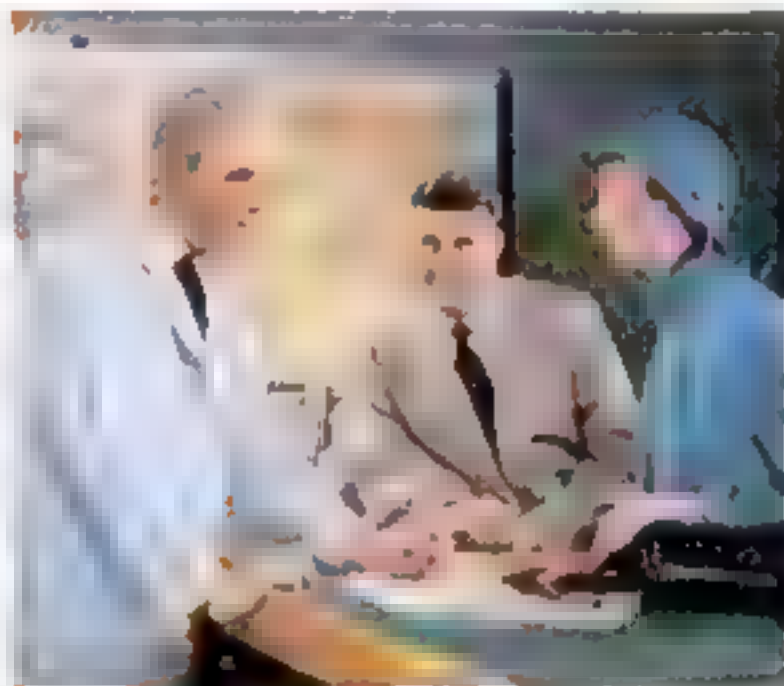


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smart hotels, secluded resorts, or National Park lodges. Above, right, Swift Current Lake, Glacier National Park, Montana.



—sightseeing, entertainment, all for one low price!

You can select romantic places like the rugged New England Coast (above left) or a Western dude ranch (right) . . . on most tours, you'll



make sightseeing side-trips for an afternoon, or a day or two . . . at some National Parks and resorts even your meals are included.



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MOST EXCITING FLOWER IN YEARS

Northrup King Giant Fantasy Zinnia

Mammoth central blooms up to 5 inches across! A multitude of gorgeous blossoms on each 2½ to 3-foot plant! Brilliant colors include scarlet, orange, yellow and rose. And this amazing Giant Fantasy Zinnia is easy to grow! The seed is of highest quality, thoroughly tested, fresh for '54. Also treated to insure better growth. It's ready for you now at your nearby Northrup King Seed Display—where you'll find a wide selection of all the flower and vegetable seeds you'll need for a complete garden. Stop in at your Northrup King dealer's today.

NO MAIL ORDERS PLEASE! From your nearby display of Northrup King Seeds you get the seed you want the very day you want it. It's the quick, easy, safe way to choose your garden.



FOUR JEWEL-BRIGHT COLORS in each packet. Northrup King Giant Fantasy Zinnia is ideal for mass plantings, tall borders, striking accents, cut flowers all season long



YOUR DEALER HAS IT NOW! Look for this convenient display. No finer seed anywhere. That's why so many successful gardeners choose the quality seed of Northrup King.



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DAVE BECK CONTINUED

A.F. of L.-C.I.O. no-raiding pact as a "Korean peace that covers up problems but does not solve them" since it would freeze these "violations."

The way to get real labor peace, he proposed, was for the offending unions—by the Teamsters' reckoning they include most of the big unions in both labor groups—to negotiate on a private, individual basis for exchange of prisoners and subsequent no-raiding agreements. Although the general opinion was that the Teamsters' refusal wrecked any immediate chances of the long-discussed merger between A.F. of L. and C.I.O. and is guaranteed on the contrary to keep labor in a turmoil of jurisdictional quarrels, Beck does not agree. He has said, "Our position is very definitely a contribution toward unity. We are going to move heaven and earth to effectuate working arrangements with other unions."

There are those who feel that Beck could more profitably spend some time cleaning his newly enlarged house. They point to some of the testimony before grand juries and congressional investigating committees during the past months. In St. Louis a federal grand jury investigating the Labor Health Institute, a Teamster medical service headed by Harold J. Gibbons, was so disturbed by preliminary findings that it demanded the books of St. Louis Local 688. Gibbons at first refused and went to jail for contempt of court. Information has been presented to the grand jury concerning another Teamster official, Orville Ring of Kansas City, charging him with embezzlement of funds, obtaining money by false pretenses, felonious assault and second-degree robbery. A few weeks ago he resigned his union office. In Minneapolis, Eugene Williams, administrator of Teamster Local 544's pension funds, bought himself a bar and grill with money lent by the fund and also, it appears, borrowed from funds left in the office safe.

In Detroit, William E. Bufalino, president of the service, drivers, and helpers division, Local No. 985, is accused of setting up a "gigantic, wicked conspiracy" (as a congressional report calls it) to convert the city's coin-operated machine industry into a racket under his dominance. The report further comments that James R. Hoffa, head of the Central States Conference of the Teamsters, "has been described as the 'brains' between this shakedown and power grab by Bufalino and his Teamsters Local No. 985. . . . In his testimony, Hoffa was contemptuous in that in three instances he refused to answer questions propounded by the committee," the report goes on. "Immediate steps must be taken to avert this trend of extortion, gangsterism, and dictatorship by a few selfish and power-lustful racketeers who are operating under the guise of being labor leaders."

Trouble with the Brewery Workers

BECK, who has said, "I have explicit confidence in Jimmy Hoffa," has taken no action in any of these instances, but is "investigating" in Detroit and elsewhere and has plans, he says, to set up central supervision of all local welfare funds. "Our union should be as clean as it's humanly possible to make it," he has said, "but I do not assume that I have the authority or the right on mere rumor to take away from individuals their judicial processes. . . . I will remove any individual if it's justified and by the same line of reasoning I will not remove him until my conscience dictates to me that he should be removed."

The dictates of Beck's conscience will be watched with interest in the case also of certain recent recruits to the Teamsters. Last year, with the revival of the old Teamsters-Brewery Workers war, 11 brewery locals in the east seceded from their parent body and joined the Teamsters, led there by Willie Greenstein, the secretary-treasurer of the Brewery Workers Joint Board of Greater New York, Charles Klare, office secretary of the Joint Board and editor of its official publication, and I. Philip Sipser, general counsel of the Joint Board. On July 20, 1953, subsequent to the transfer, all three men were called to testify before the House Committee on Un-American Activities. They were asked whether they were or had been members of the Communist party. All three declined to answer, invoking the protection of the Fifth Amendment.

When asked about this recently, Beck explained that the brewery locals had "volunteered" to join the Teamsters who, in their friendly fashion, had felt compelled to welcome them. As for Klare and Greenstein: "I don't know this Klare. Who is he? I only met Greenstein once some while ago. Right now I wouldn't know Willie Greenstein from a bale of hay. All I know is that we took over those locals. If anybody can show me an affidavit that Greenstein is a Communist, and prove it, I'll throw him out." As for Sipser, he is not a member of the union, Beck points out, and is thus not subject to Teamster discipline. And: "What's the Bar Association

CONTINUED ON NEXT PAGE

Mickey Mantle Doubles His Summer Wardrobe With HAGGAR SLACKS

Mickey Mantle, star outfielder of the New York Yankees



*"Mix and Match
Haggar Slacks with
Your Sport Coats
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BE BETTER DRESSED FOR LESS! Two pairs of Haggar Slacks, plus a sport coat give you TWO smart dress-up outfits for the price of one! For leisure comfort, wear your Haggar Slacks with sport shirts — get still more combinations!



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Illustrated: Haggar Imperial Tropicals, all wool. Get Haggar Slacks at better stores everywhere.
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Don't let them kill him!



Knock worms out with Sergeant's

He wants to play with you so much. He'd give anything if he felt like frolicking. For to him you are mother, father, brother and pal.

But now he feels lopy and sick. His energy is gone. And he hopes you'll help restore it, do something to make him strong again.

It's simple to diagnose his illness if you know what to look for. Suspect worms if his eyes are clouded or watery. If he has no appetite or spirit, suffers from diarrhea, becomes gaunt—you can be almost certain.

Every dog gets worms at some time in his life. They pick them up everywhere. Most puppies are afflicted at an early age; many are born with them. If ignored, worms can kill puppies—can seriously impair any dog's health.

When you detect worm symptoms, act immediately. Treat him safely and easily at home with *Sergeant's Worm Medicines*. For puppies or dogs weighing less than 10 pounds, give medically correct *Sergeant's PUPPY CAPSULES*. Larger dogs should receive *Sergeant's SURE SHOT Capsules*.

Each package contains simple, easy-to-follow directions. After worming, use *Sergeant's VITAPETS*. These vitamin capsules help replace your dog's vitality quickly and build his resistance to other ailments.



Ask for *Sergeant's Puppy or Sure Shot Capsules* at any drug or pet counter. *Sergeant's* veterinarian-approved, laboratory-tested medicines have been depended upon for 77 years! Try *Sergeant's* line of grooming aids to keep your pet clean and healthy looking, also.

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Richmond 20, Virginia.

DAVE BECK CONTINUED

doing about him? Why don't they disbar him? Why judge a labor organization by one set of rules and the Bar Association by another? I'll guarantee one thing—Beck will move a hell of a lot faster than the Bar Association will ever do." Also, Beck believes, using the Fifth Amendment is not "basic proof" of Communism. But he is, he says, continuing to investigate the situation.

To those who dislike Beck these equivocations are evidence of an ability, as one C.I.O. official has said, to "accommodate himself to anything that will increase his membership." To Beck's defenders they appear as tactical maneuvers—feints, deceptions, expedient temporary retreats—which should not be confused with the higher and always pure aims of his grand strategy. An aide has said, "It's a matter of how fast can you go? How many enemies can you afford to make at a time?"

The exact nature, the final shape, of that strategy puzzles and fascinates friends and enemies alike. What does he want? As for the recurrent rumor that he aims to unhorse George Meany as president of the A.F. of L., his answer—when the question was put to him on a *Meet the Press* broadcast—was direct enough: "If you were to offer me the presidency of the American Federation of Labor tomorrow at five times its salary, I would not accept it under any condition. During my lifetime I will never accept it even if it were offered." Nor does he, his close friends believe, have any personal—at least any specific—ambitions in national politics. His aim would seem to be rather to bend national politics to the ends of labor, in particular to the ends of the Teamsters, yet not to the ultimate harm, as he would define it, of his friends the employers. Perhaps he sees himself in the role of his favorite historical character, Abraham Lincoln; not as president but as a statesman who, while bringing freedom to the working man, will also bind up the wounds of labor-management war and reconcile both sides in an enduring peace. Or else.

The current battle on the New York waterfront with the International Longshoremen's Union is only a major skirmish to Beck. In the middle of it he had left New York and flown to Seattle, then at the end of March had gone on to Los Angeles, to San Francisco, again to Seattle and last week back to Washington. The schedule is not unusual: he averages 15,000 miles a month. From a laundry route in Seattle his route has become the whole U.S., and he works it with the same diligence and drive.

Then he wanted money. Now, whatever else he may want, he wants power. Why? The question was put to an old friend, who said, "Why do cats like catnip? They just like it, that's all. To Dave power is something desirable in itself. He couldn't do without it. It's part of him—so much so he doesn't even think about it. He naturally wants it and gets it." In a nation on wheels, to control "everything on wheels" is a summit of power.



PERIPATETIC BECKS nap aboard chartered plane. Mrs. Beck manages to keep up with him on most of the major trips. Their only child is grown—son Dave Jr. who is part owner of a beer-distributing concern in Seattle.

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The Best-dressed Woman in Brazil

SHE HAS GOOD CLOTHES AND A LIFE TO MATCH

The serenely beautiful woman shown on the opposite page engulfed by tropical leaves is Senhora The-reza Lente de Souza Campos, 26, of Rio de Janeiro, who is really sitting pretty. Wife of a wealthy banker and polo player, Senhora de Souza Campos travels to Europe every year, has a striking house and a handsome young son. Her friends include Aly Khan, for whom she and her husband recently gave a dinner party for 70, and Bing Crosby, with whom she refused to make a movie. Possessed of a huge wardrobe and unerring taste, she brilliantly adorns this idyllic existence and is conceded to be the best-dressed woman in Brazil. Her wardrobe has suits and evening clothes from Paris, an occasional self-designed outfit, and a generous helping of Italian play clothes. In a season she buys some 10 evening dresses, discards them after six or eight wearings. During January and February, summer in Brazil, she moves to the mountains outside Rio where she can shed her formal city clothes and live in shorts and slacks from Italy.



ON LIVING ROOM STEPS she wears Italian shorts and her "old" shirt, bought six months ago in Florence.

WITH SPORTSMAN HUSBAND she leans on family Jaguar in felt coat from Rome worn over suit from Paris.

AMONG OUTSIDE LEAVES in her small garden she wears Brazilian cotton dress which she herself designed.



ON BLACK COUCH in living room Senhora de Souza Campos wears cashmere pants and jersey top from Capri's Emilio Pucci. Sandals are also from Capri, gold jewelry is Brazilian.

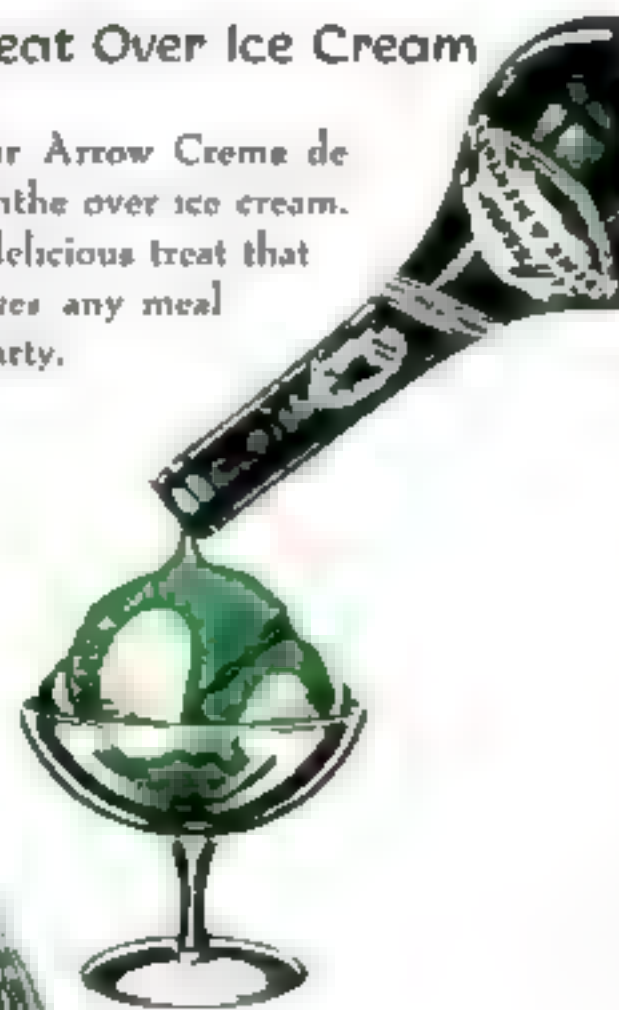




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Pour Arrow Creme de
Menthe over ice cream.
A delicious treat that
makes any meal
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can you mix? New Arrow
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how to make 49 different
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Fill a glass with
shaved ice, fill with
Arrow Creme de
Menthe... Sip
through straw



HIGHBALL

In highball glass...
put 2 cubes ice, 1
jigger Arrow Creme
de Menthe... fizz
with seltzer



ON THE ROCKS

It's refreshing any
time. Place 2 cubes
of ice in old fash-
ioned glass. Pour 1
jigger Arrow Creme
de Menthe.



GRASSHOPPER

1/3 Arrow Green
Creme de Menthe,
1/3 Arrow White
Creme de Cacao
(60 proof), 1/3
coffee cream.
Shake in shaved ice
—strain into glass.



DIOR EVENING DRESS is worn with long gloves and seven strands of pearls clipped with a diamond pin. This is a replacement for her favorite and most expensive dress, a \$900 Dior, which she abandoned after six wearings.

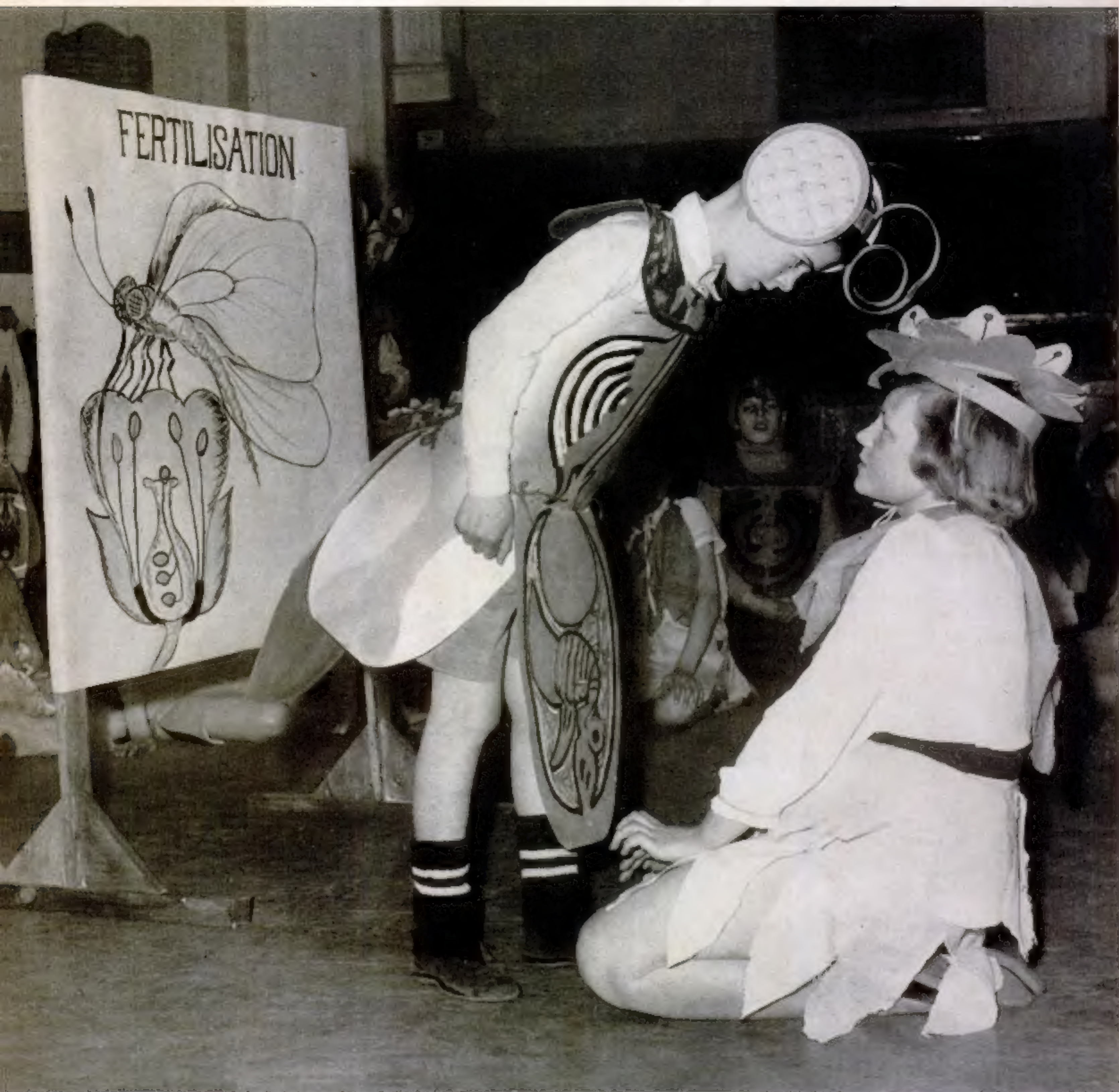


Little girls and big girls, too...
 need the Natural Oil Protection of Woodbury Shampoo

Here's a shampoo that treats your hair gently while it washes it clean and shiny. Woodbury is a natural oil shampoo. That is why it helps to preserve the natural oils of your own hair. It's far less drying, so your hair is easier to manage. Because millions of families buy Woodbury Cocoanut Oil Castile Shampoo, it can be priced much lower than other shampoos of comparable quality. And now, for a limited time, it's a real money-saver. Two 50¢ size bottles (a whole dollar's worth) are only 59¢! Get yours today.

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FACTS OF LIFE IN FIFE

Dr. William Patterson, who teaches science to schoolchildren at Fife, Scotland, has developed a new twist on an old method of sex education. He has the boys dress up in cardboard costumes as bees and the girls as flowers. The boys then buzz around the girls pantomiming the act of fertilization (above). All the while the children chant jingles like this:

*Here I am an insect fine,
And wonderful to view;
With head, thorax and abdomen,
I am much the same as you.
My head has eyes and feelers too,
My mouth is one long cable;
I have for wings six fine legs
As good as Betty Grable . . .*

*We visit all the pretty flowers
From morn till late at night,
And take the nectar juices sweet
As if it were our right . . .
The seeds have thus been fertilized
And this should make you sing,
For little plants from them will grow
Next year when comes the Spring.*



Race of

"GIANTS!"

1 "A 500-yard dash is murder—especially when you're ten feet tall. And any man is a giant wearing the stilts the shepherds wear at festival time in the south of France," writes Wendy Hilty, famous photographer friend of Canadian Club. "Once a vital part of life for these 'echassiers,' the stilts raise a man four feet above ground. Threading my way through a herd of sheep on stilts was an obstacle race I'll never forget."



2 "Mounting the stilts was more than I could manage alone. The *echassiers* lie face down and then pull themselves up a 6-foot 'baton' hand over hand. A fall could be dangerous. I was warned—a leg snaps easier than one of these hard pine stilts."

3 "I didn't win the race, but I did get to present the prize, a woolly lamb, to the winner. He was the one who told me how stilt-racing originated. Years ago, when this land was a region of small knolls, the shepherds stood all day on their stilts to spot straying sheep. Today they trot the stilts out only for festivals."

4 "I came down to earth later on when a more familiar sight turned up. The scene was the local cafe in the little village of Brocas. The sight: a bottle of Canadian Club!"

5 "Nowhere else in the world have I seen stiltwalkers like the *echassiers* I met in Brocas. Canadian Club, on the other hand, is a favorite almost everywhere I go."

Why this whisky's worldwide popularity? Canadian Club is light as scotch, rich as rye, satisfying as bourbon.

Yet it has a distinctive flavor and character that is all its own. You can stay with Canadian Club all evening long... in cocktails before dinner and tall ones afterward. There is *one and only one* Canadian Club, and *no other* whisky tastes quite like it in all the world.

IN 87 LANDS... THE BEST IN THE HOUSE

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No matter which size Chesterfield you buy you get the same *premium quality* cigarette, and all the flavor and mildness that goes with it! You get the world's best tobaccos, selected by Chesterfield buyers with the help of our research chemists... and proven, by actual tobacco tests, to be *highest in quality*.

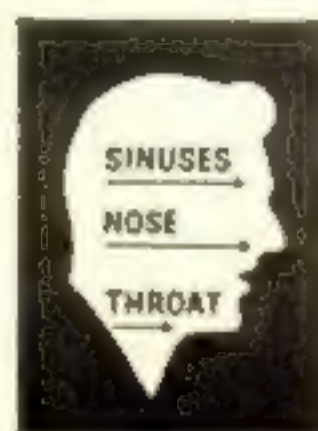
THE LOW NICOTINE YOU WANT

Before we buy tobaccos for Chesterfields, our laboratories take samples from all over the tobacco country and analyze them for low nicotine content. The extra care pays off! In recent "tobacco tests," the six leading brands of cigarettes were chemically analyzed. The findings: of them all, Chesterfield is highest in quality—low in nicotine.

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The doctor's examinations show *no adverse effects to the nose, throat and sinuses from smoking Chesterfield*.



Consider Chesterfield's record with these smokers — with millions of other smokers throughout America. Change to Chesterfield and enjoy the taste and mildness you want—high—est in quality—low in nicotine—best for you!



CHESTERFIELD BEST FOR YOU

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